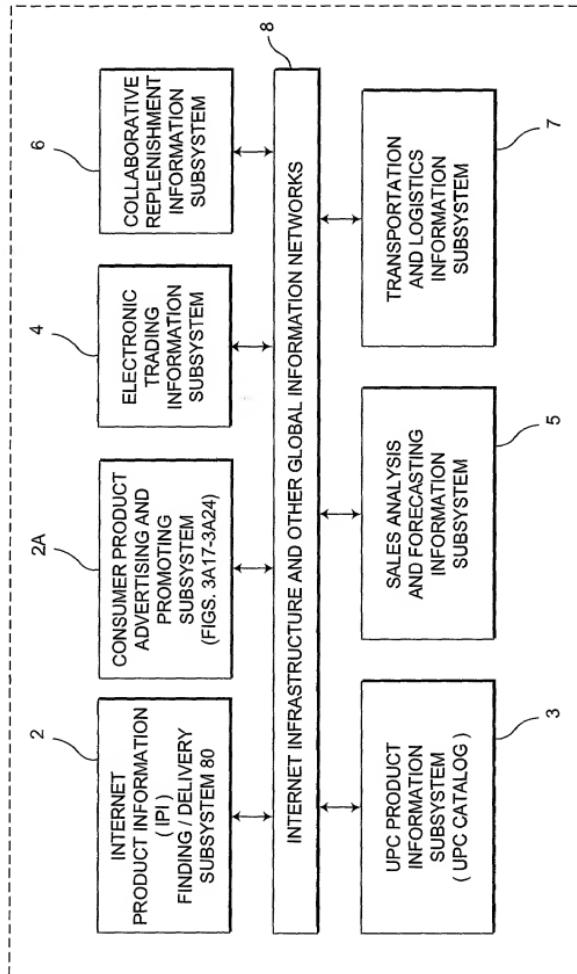


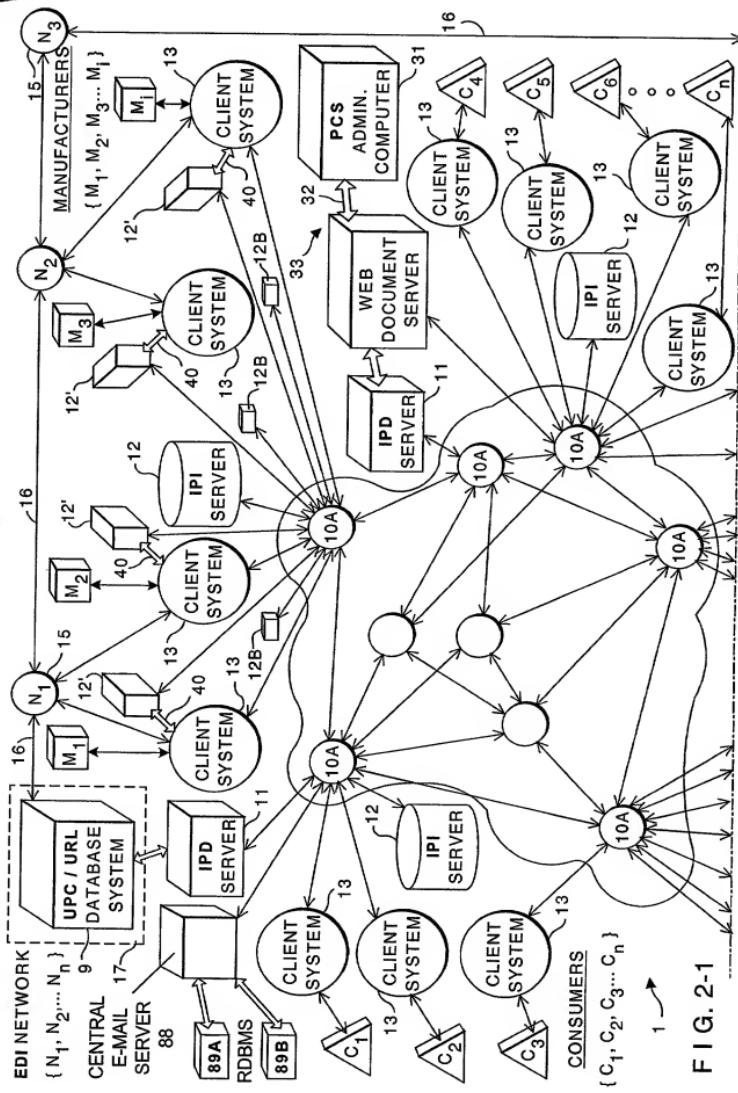


200300° DISASSEMBLY





1058970 • J. Neurosci., October 2006 • 26(41):10589–10602





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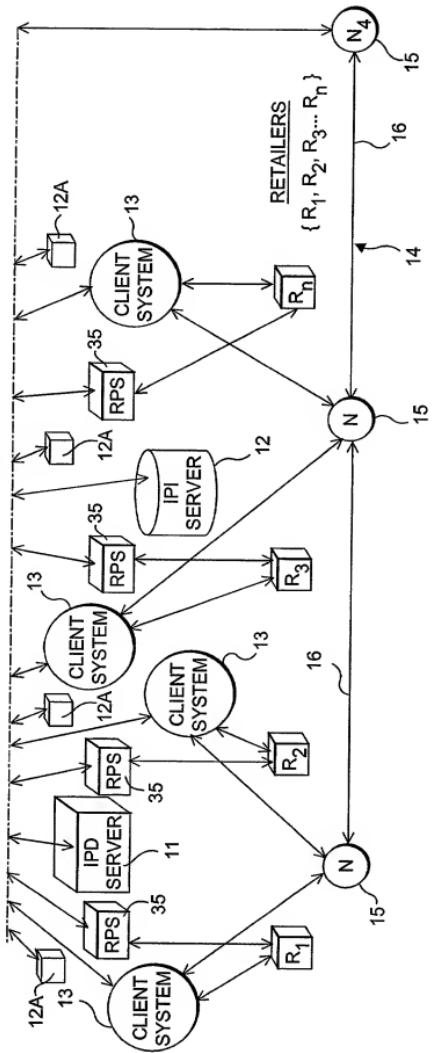
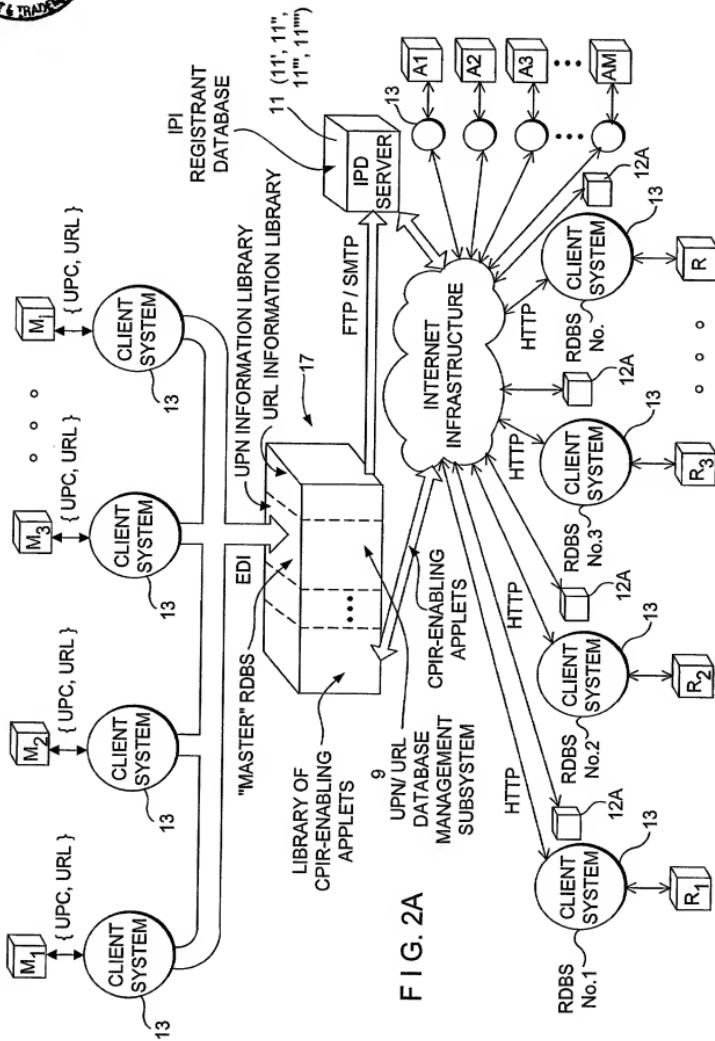
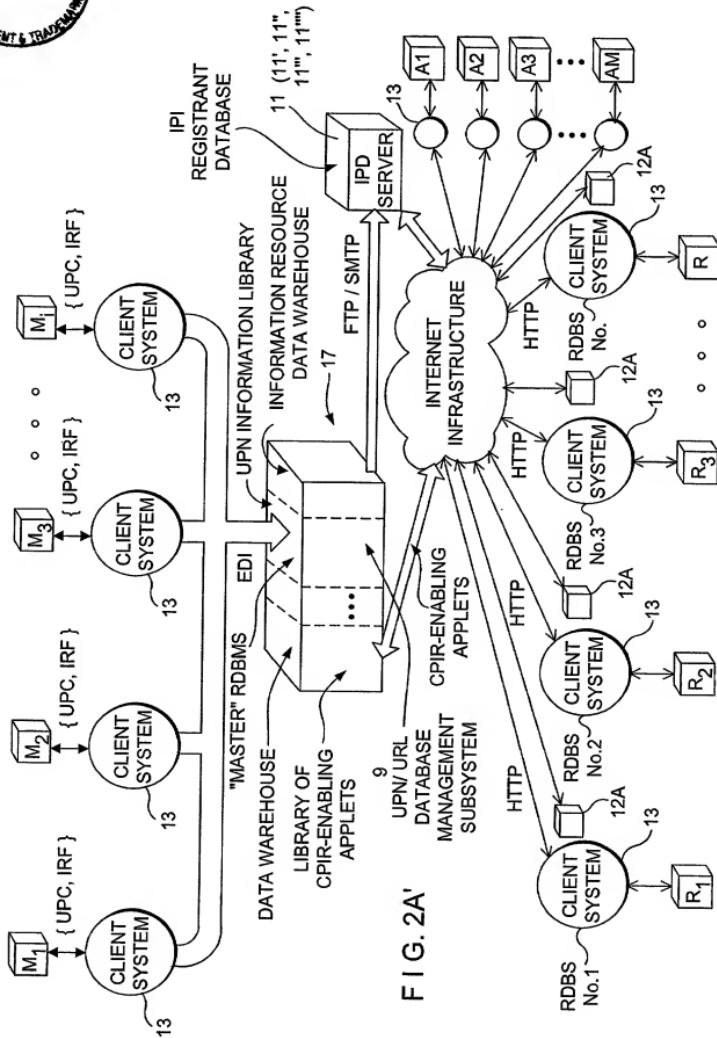


FIG. 2-2

2029080 "0<685907



209030 "0285007



200080 0468907



MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING SERVER-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS

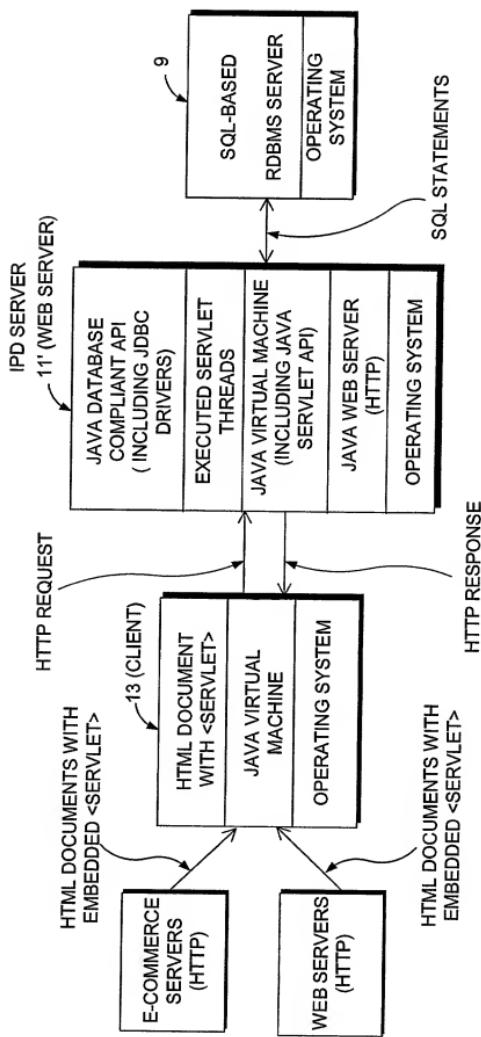


FIG. 2B1

2029030 " D 485007



MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING CLIENT-SIDE APPLET EMBEDDED IN HTML DOCUMENTS AND CGIs

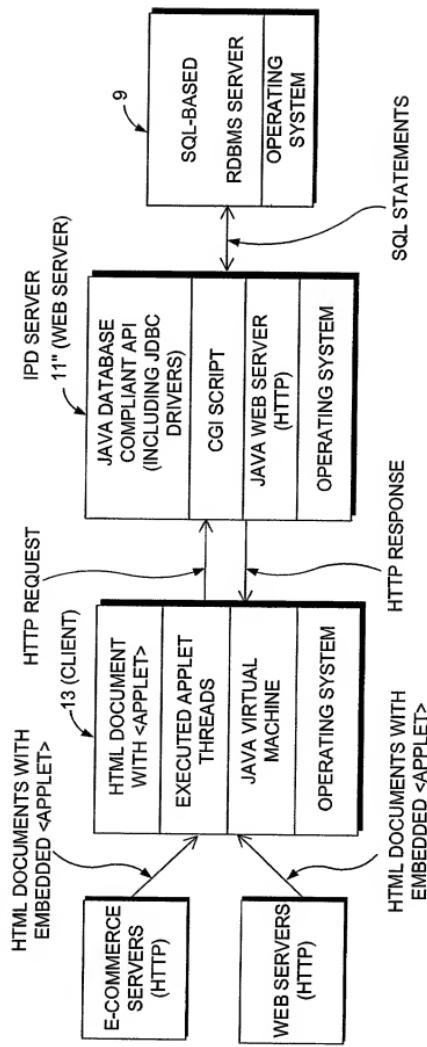
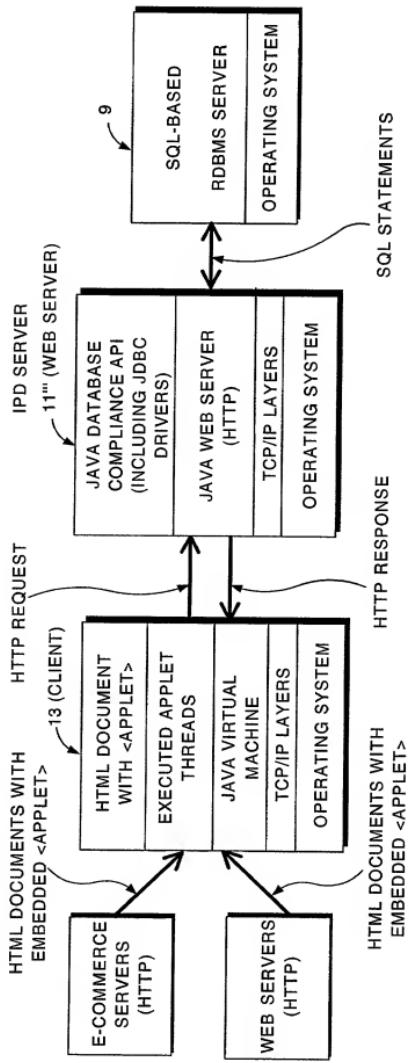


FIG. 2B2

2003080 " D 635307



MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING
CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND SOCKET CONNECTIONS



2029080 " 0263500 T



MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM
RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS
AND REMOTE METHOD OF INVOCATION (RMI) ON JAVA WEB SERVER

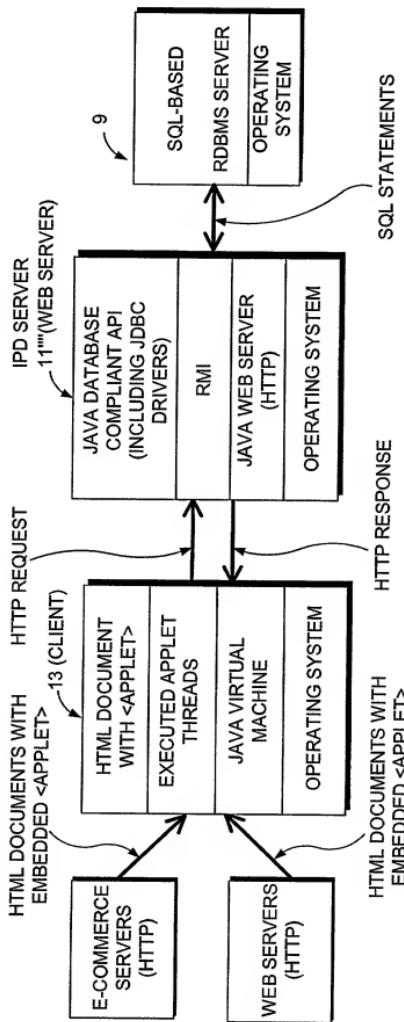
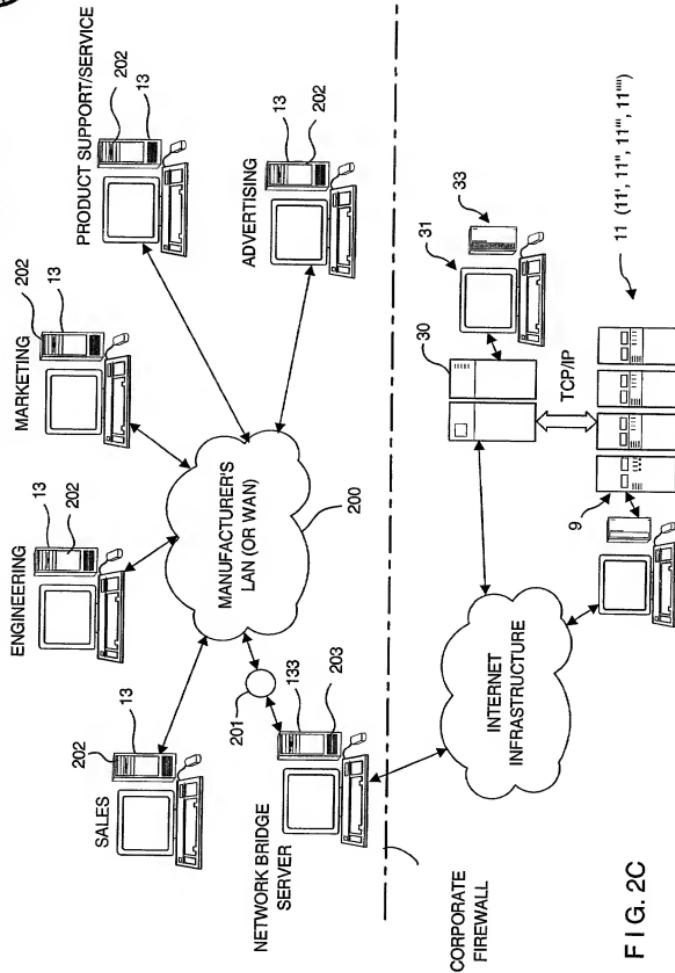


FIG. 2B4

2009080 " D 4685007



DISTRIBUTED METHOD AND SYSTEM OF UPGRADING MANAGEMENT OVER A LAN OR WAN



F I G. 2C

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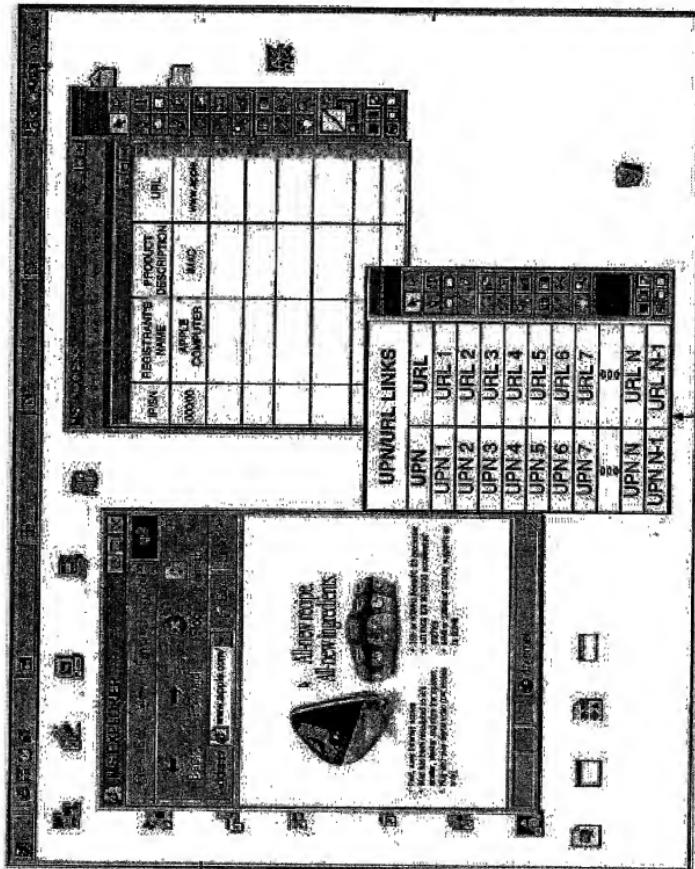
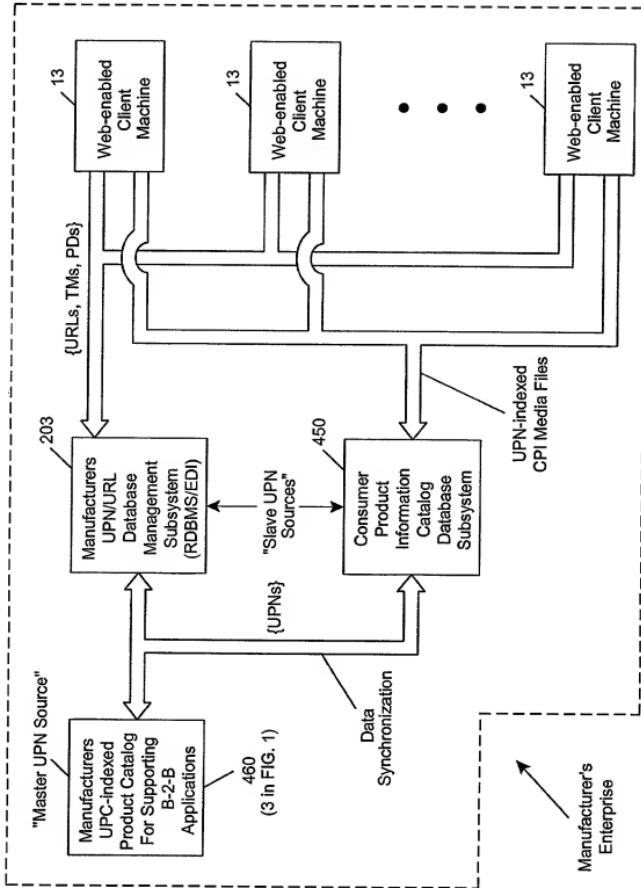


FIG. 2C1

400

20080 "D223511"



2019080 " 0468500 T

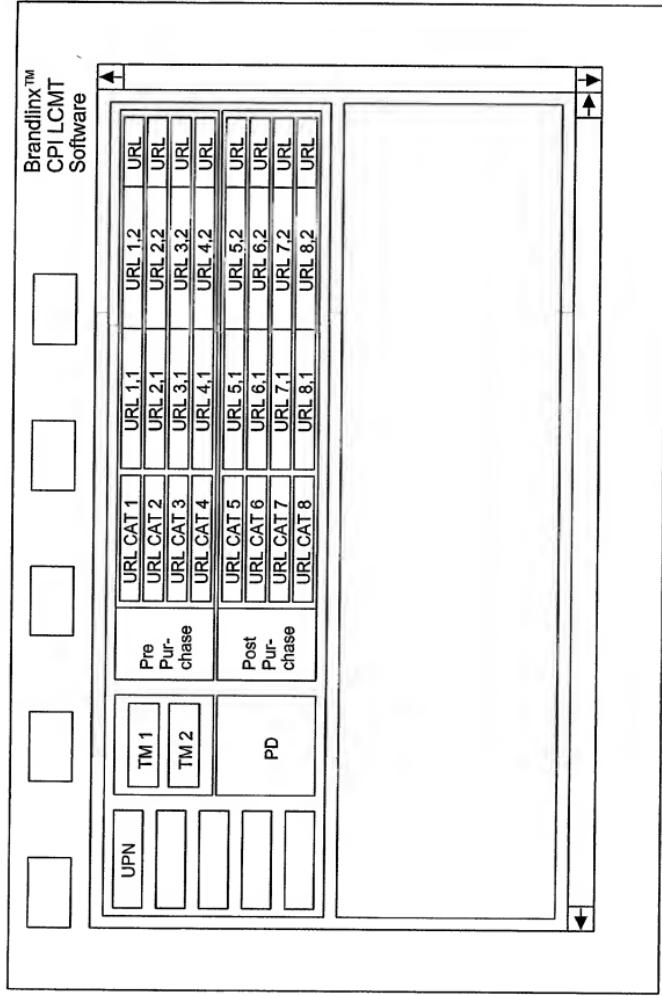


FIG. 2C3

2003080 "0268500T



DISTRIBUTED METHOD AND SYSTEM OF UPC/URL MANAGEMENT OVER A LAN OR WAN

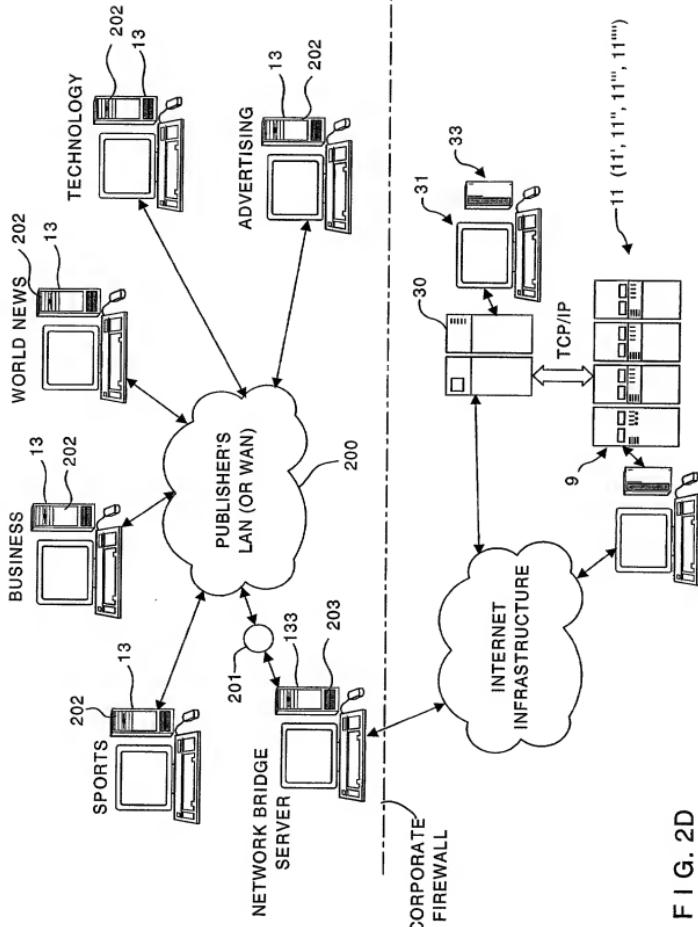
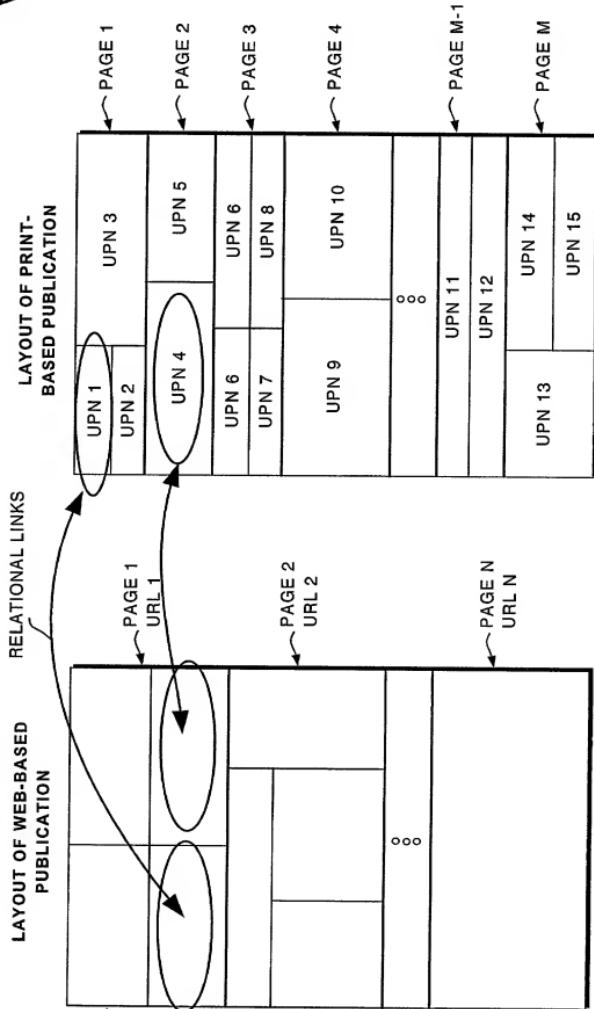


FIG. 2D

2013010453900Y





| UPN/URL LINKS | |
|---------------|---------|
| UPN | URL |
| UPN 1 | URL 1 |
| UPN 2 | URL 2 |
| UPN 3 | URL 3 |
| UPN 4 | URL 4 |
| UPN 5 | URL 5 |
| UPN 6 | URL 6 |
| UPN 7 | URL 7 |
| UPN 8 | URL 8 |
| UPN 9 | URL 9 |
| UPN 10 | URL 10 |
| UPN 11 | URL 11 |
| UPN 12 | URL 12 |
| UPN 13 | URL 13 |
| 000 | 000 |
| UPN N | URL N |
| UPN N-1 | URL N-1 |

← 400

F I G. 2E3

20053470 - 080512

2029080 - 04685007

COMPOSITION/EDITORIAL MODE

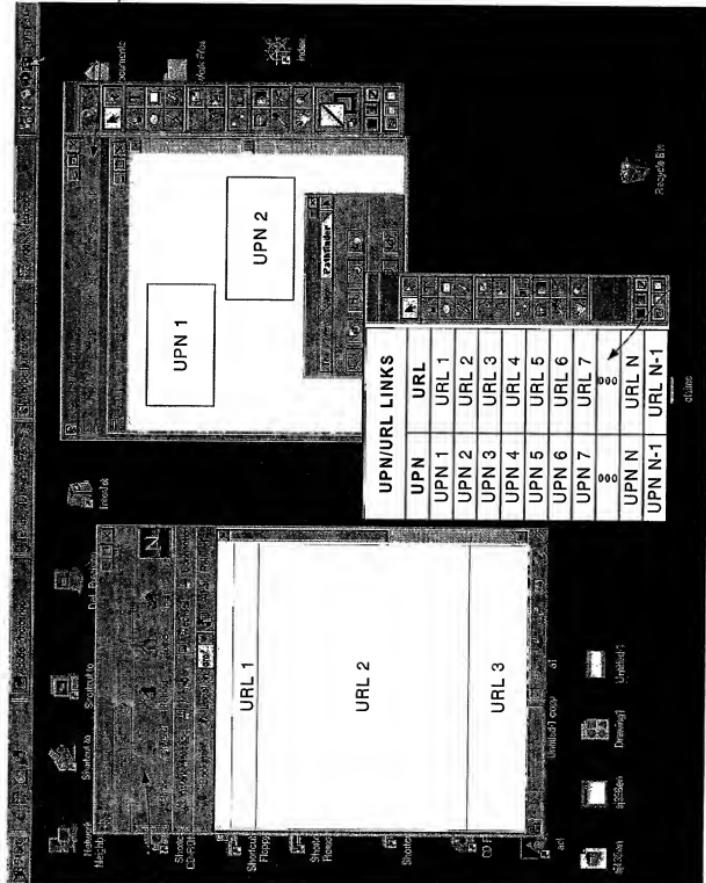


FIG. 2E4

400



202020-0468500T



UPN/URL DATA LINKING MODE

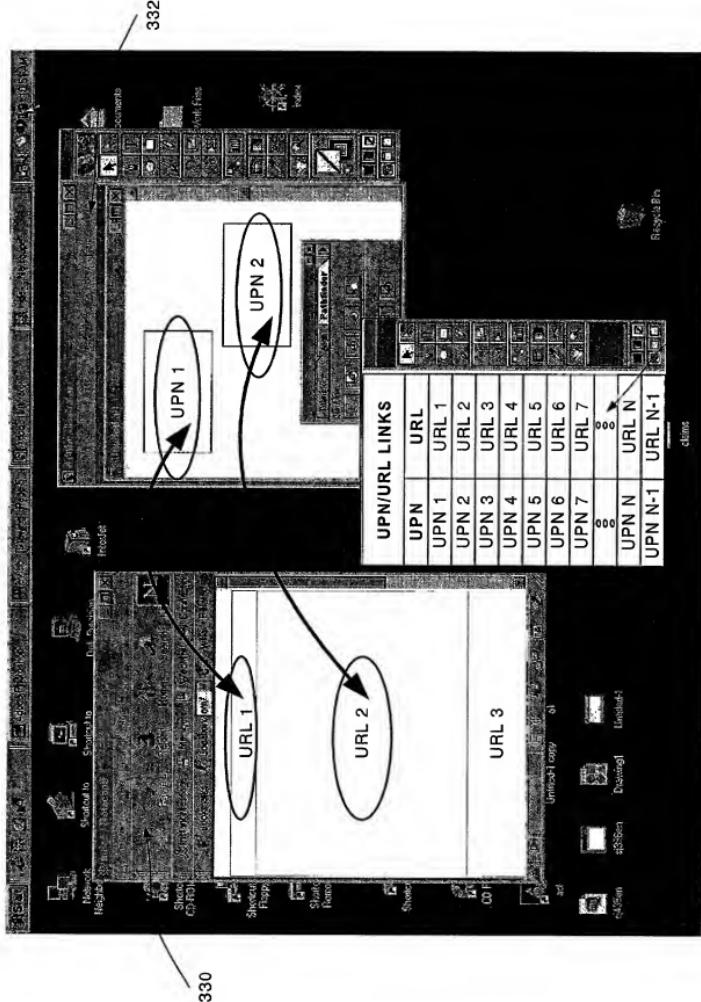
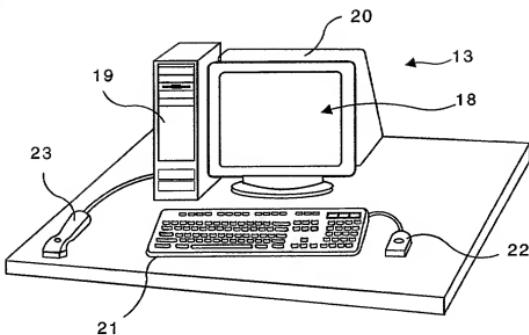
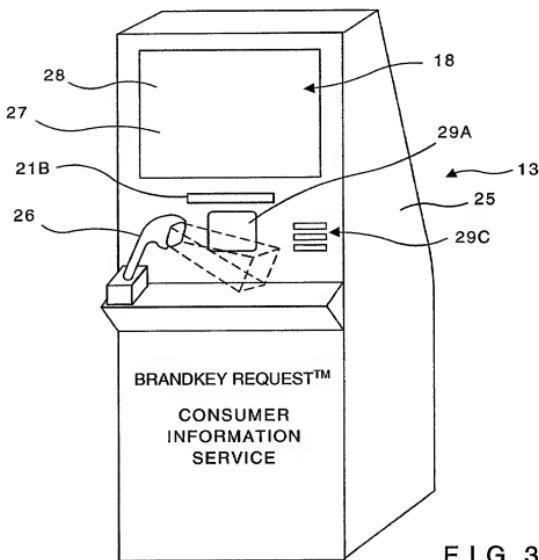


FIG. 2E5

400

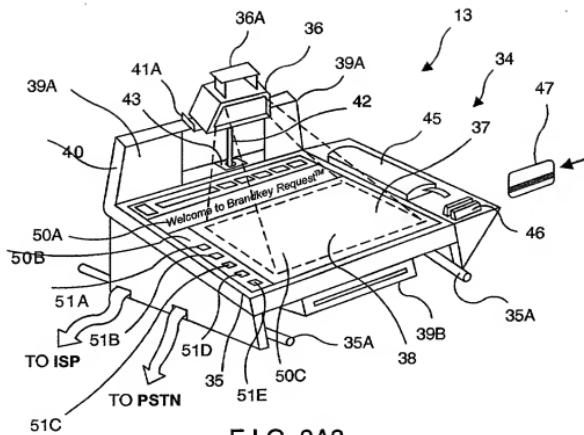


F I G. 3A1

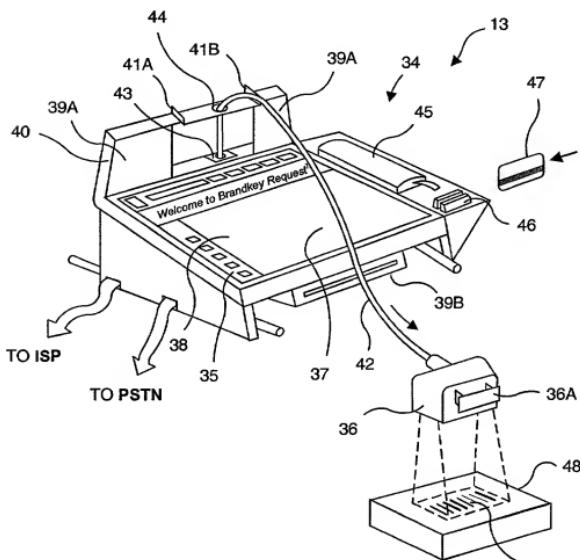


F I G. 3A2

100588370 - 03030520



F I G. 3A3



F I G. 3A3'

100058970 - 080502

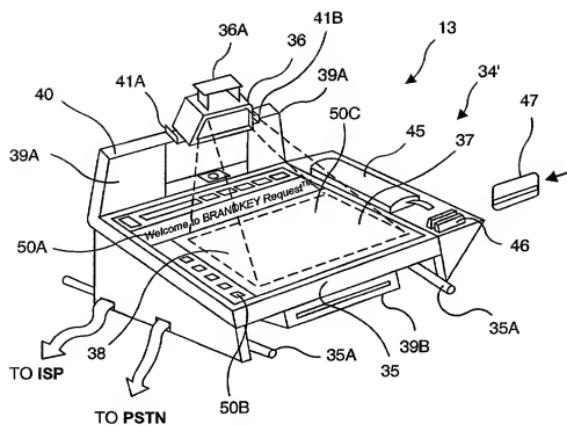


FIG. 3A4

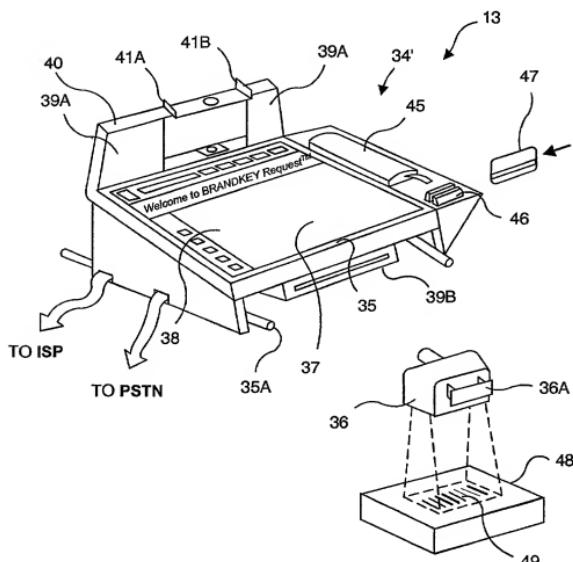


FIG. 3A4'

20000800-D00000 - 20058870 - 20060000

209080-DIGESTOR

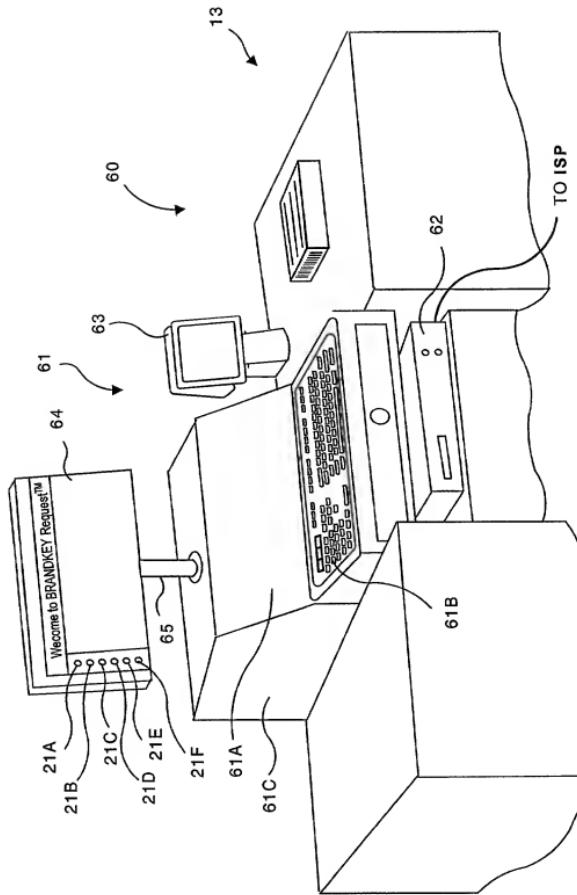


FIG. 3A5



209080 - 04685007

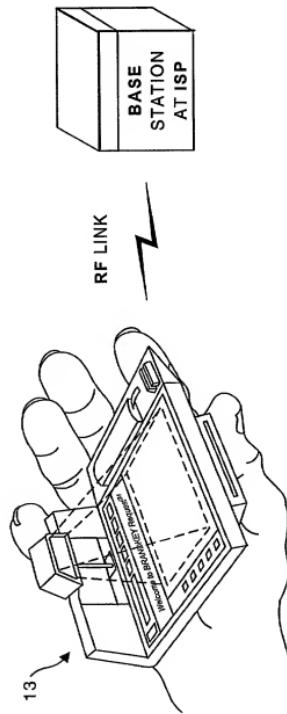


FIG. 3A6



2090201-D4685007

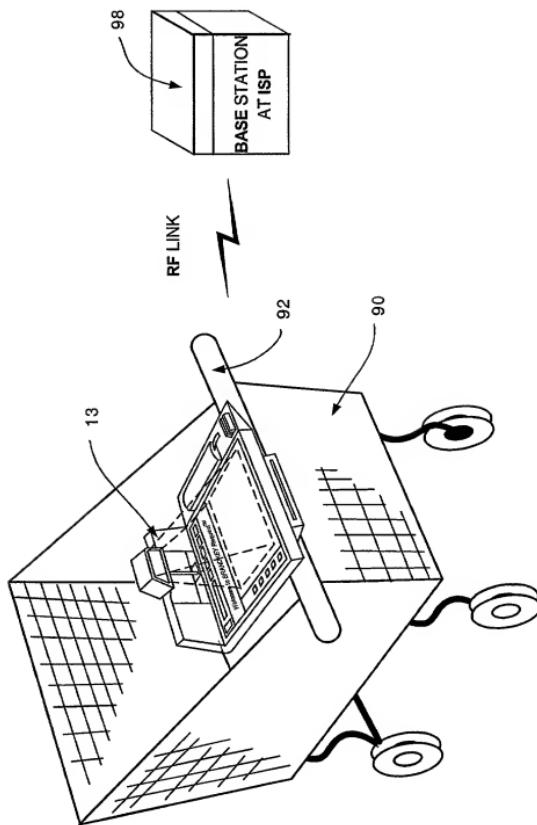


FIG. 3A7

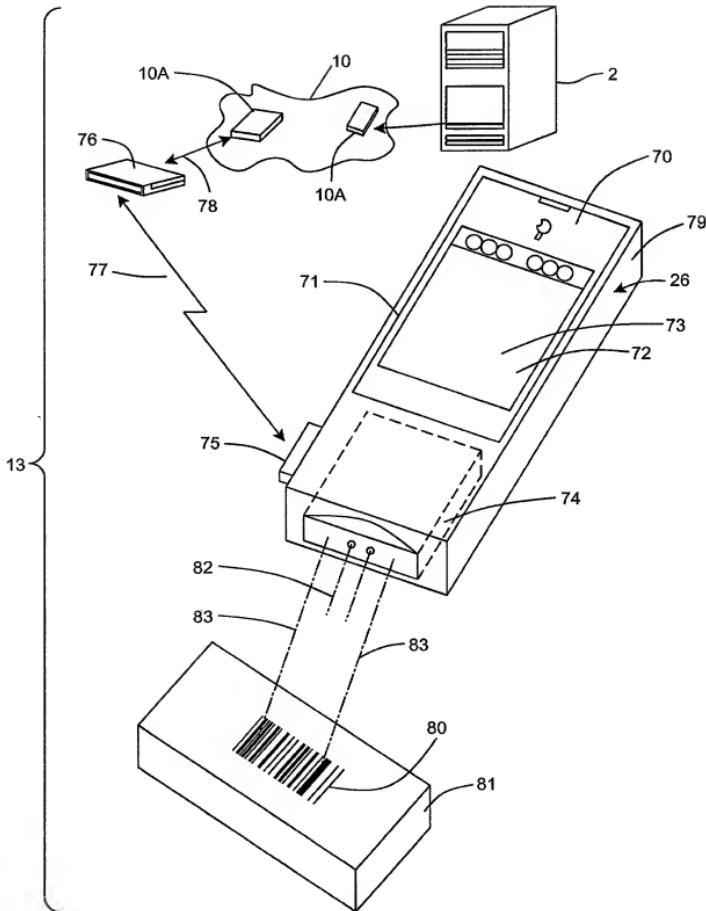


FIG. 3A8



209020-04685007

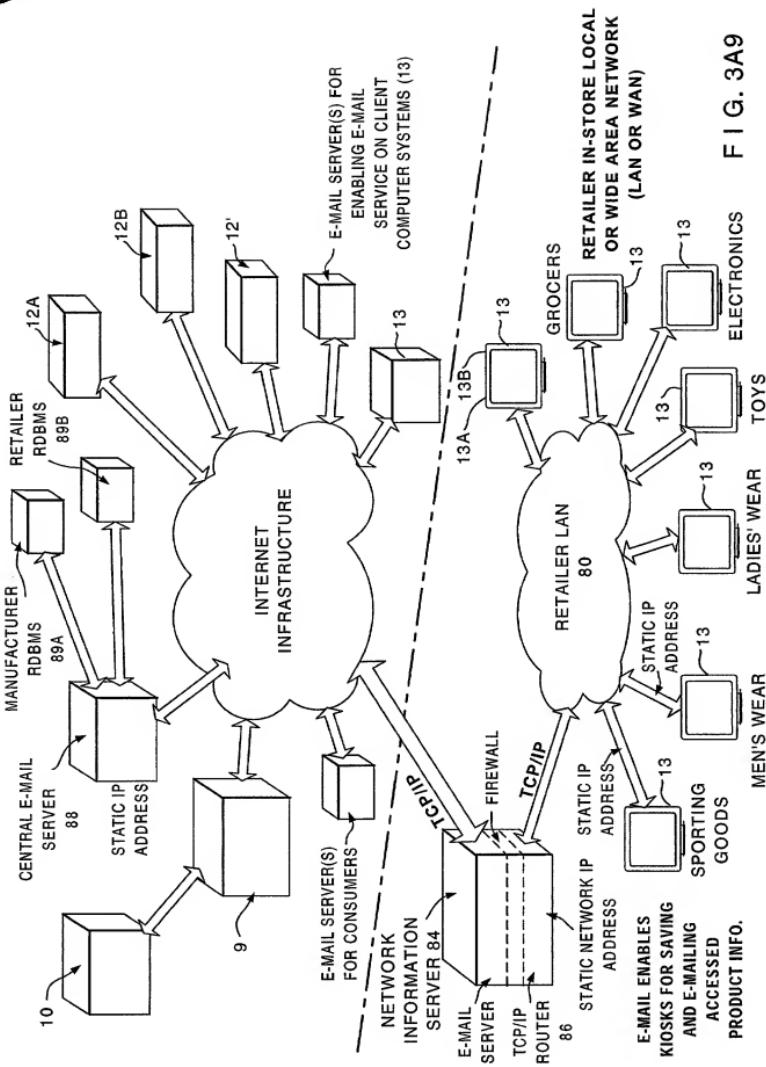


FIG. 3A9

九月九日

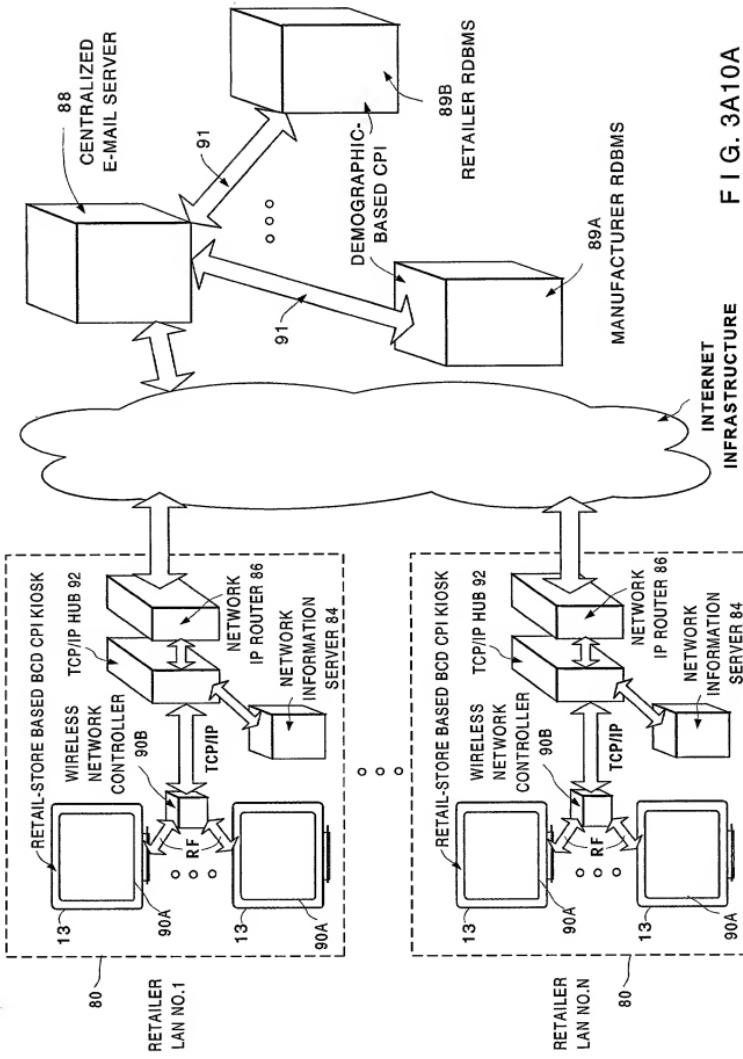


FIG. 3A10A

209080 * D2688500T

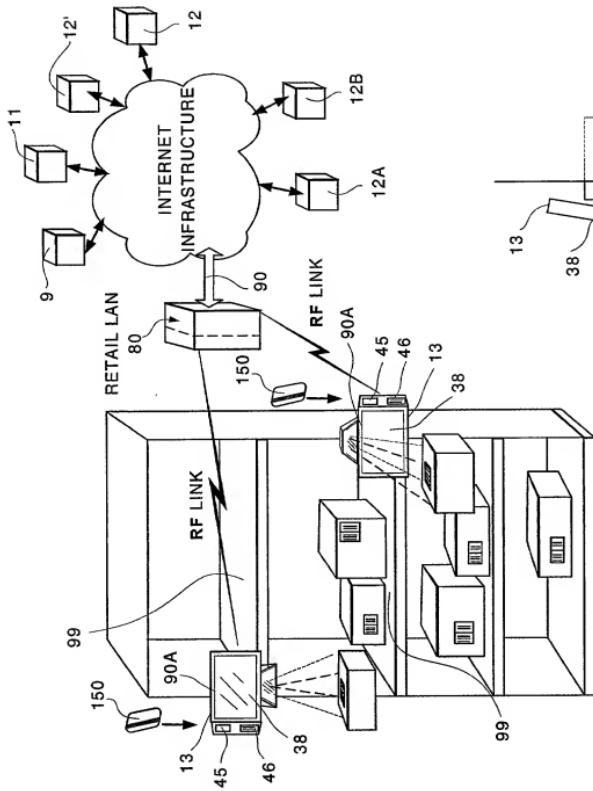


FIG. 3A10D

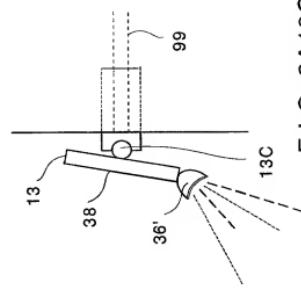


FIG. 3A10C

FIG. 3A10B

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MASTER DATABASE TABLE
MAINTAINED BY RETAILER DATABASE MANAGEMENT SUBSYSTEM

FIG. 3A11

18050070 - 020503



MASTER DATABASE TABLE MAINTAINED BY MANUFACTURER DATABASE MANAGEMENT SUBSYSTEM

FIG. 3A12



100058970 - 030602

(1) LAUNCH A CONSUMER PRODUCT INFORMATION (CPI) CAPTURE AND TRANSPORT APPLICATION SERVICE ON AN INTERNET ENABLED BAR CODE DRIVEN (BCD) CPI KIOSK OF THE PRESENT INVENTION CONFIGURED IN A RETAILER TCP/IP LOCAL OR WIDE AREA NETWORK DEPLOYED WITHIN A RETAIL SHOPPING ENVIRONMENT, AND (2) DISPLAY ON THE KIOSK SCREEN A CPI-TRANSPORTING "ELECTRONIC-MAIL" ENVELOPE HAVING A JAVA ENABLED GUI PROVIDED WITH

- i) A FIRST SINGLE-CLICK BUTTON FOR CAPTURING AND STORING AS AN HTML ENCODED DOCUMENT THEREIN, ANY CPI RELATED DOCUMENT BEING DISPLAYED ON THE BCD CPI KIOSK
- ii) A SECOND SINGLE-CLICK BUTTON FOR TRANSPORTING COPIES OF THE ENVELOPE TO THE E-MAIL ADDRESS OF CONSUMER
- iii) A CONSUMER E-MAIL ADDRESS FIELD FOR ENTERING THE E-MAIL ADDRESS OF THE CONSUMER/SHOPPER, TO WHICH A COPY OF THE E-MAIL ENVELOPE CAN BE AUTOMATICALLY SENT DURING TRANSPORT
- iv) A RETAILER E-MAIL ADDRESS FIELD CONTAINING A PRESENT E-MAIL ADDRESS OF THE RETAILER OPERATING THE KIOSK, INDICATING THE RETAIL STORE LOCATION, AND POSSIBLY THE RETAIL DEPARTMENT FROM WHICH THE CPI-TRANSPORTING ENVELOPE WAS SENT ON THE TIME AND DATE OF THE ELECTRONIC MESSAGE TRANSMISSION

A

ENTER THE CONSUMER E-MAIL ADDRESS INTO THE CONSUMER E-MAIL ADDRESS FIELD OF THE ENVELOPE (e.g. BY MANUALLY TYPING THE E-MAIL ADDRESS, READING A BAR CODED CONSUMER IDENTIFICATION CARD HAVING THE CONSUMER'S E-MAIL ADDRESS AND OTHER INFORMATION ENCODED THEREWITHIN, OR BY READING A MAGNETIC STRIPE TYPE CONSUMER IDENTIFICATION CARD ENCODED WITH THE SAME OR SIMILAR INFORMATION USING A MAGNETIC STRIPE READER INTERFACED WITH THE BCD CPI KIOSK)

B

A

FIG. 3A13A



209080-0000000000000000

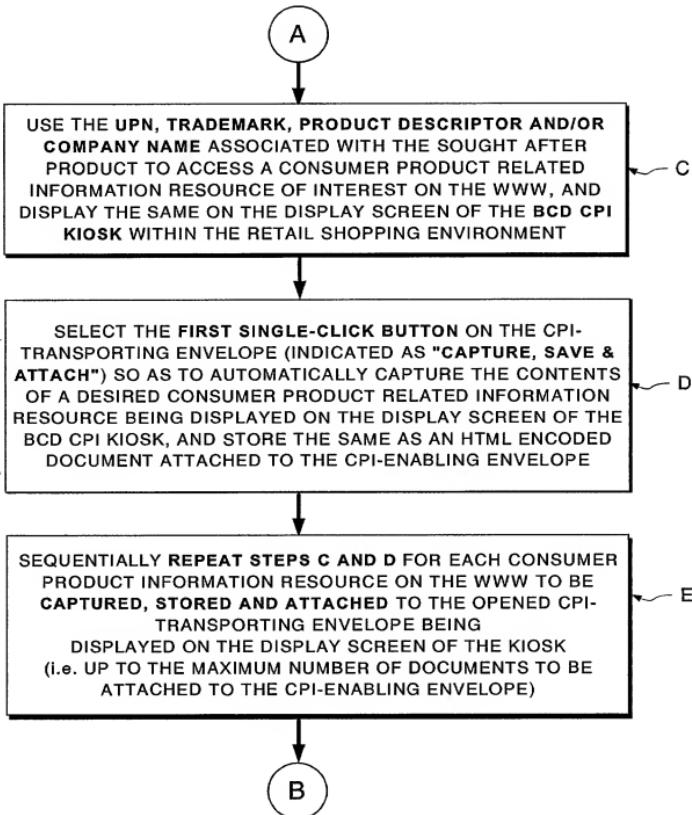
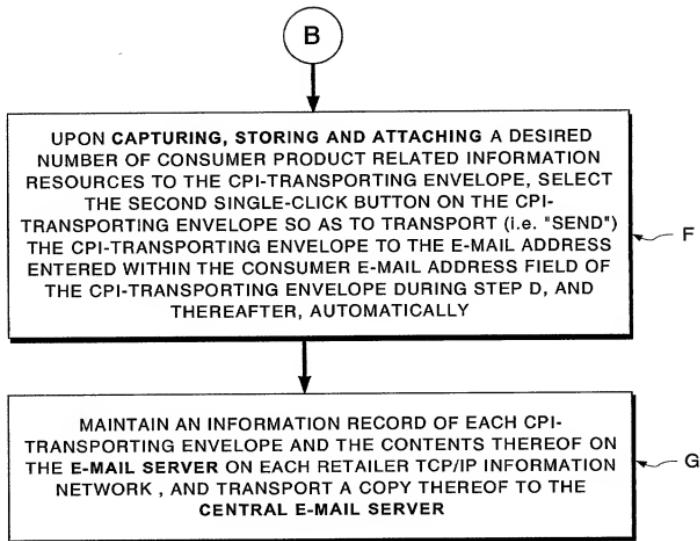


FIG. 3A13B



F I G. 3A13C

TUDOR - DEBUT

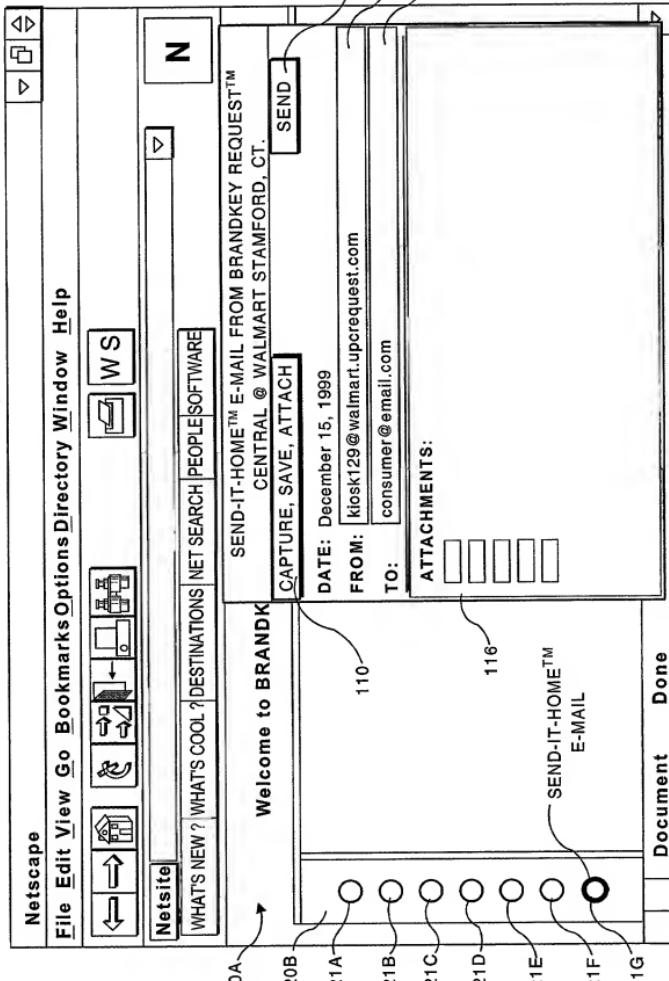


FIG. 3A14



20058970 - 080501

(1) LAUNCH A CONSUMER PRODUCT INFORMATION (CPI) CAPTURE AND TRANSPORT APPLICATION SERVICE ON AN INTERNET ENABLED BAR CODE DRIVEN (BCD) CPI KIOSK OF THE PRESENT INVENTION CONFIGURED IN A RETAILER TCP/IP LOCAL OR WIDE AREA NETWORK DEPLOYED WITHIN A RETAIL SHOPPING ENVIRONMENT, AND (2) DISPLAY ON THE KIOSK SCREEN A CPI-TRANSPORTING "ELECTRONIC-MAIL" ENVELOPE HAVING A JAVA ENABLED GUI PROVIDED WITH

- i) A FIRST SINGLE-CLICK BUTTON FOR CAPTURING AND STORING AS AN HTML ENCODED DOCUMENT THEREIN, ANY CPI RELATED DOCUMENT BEING DISPLAYED ON THE BCD CPI KIOSK
- ii) A SECOND SINGLE-CLICK BUTTON FOR TRANSPORTING COPIES OF THE ENVELOPE TO THE E-MAIL ADDRESS OF CONSUMER
- iii) A CONSUMER E-MAIL ADDRESS FIELD FOR ENTERING THE E-MAIL ADDRESS OF THE CONSUMER/SHOPPER, TO WHICH A COPY OF THE E-MAIL ENVELOPE CAN BE AUTOMATICALLY SENT DURING TRANSPORT IF ENABLED BY THE CONSUMER/SHOPPER
- iv) A RETAILER E-MAIL ADDRESS FIELD CONTAINING A PRESENT E-MAIL ADDRESS OF THE RETAILER OPERATING THE KIOSK, INDICATING THE RETAIL STORE LOCATION, AND POSSIBLY THE RETAIL DEPARTMENT FROM WHICH THE CPI-TRANSPORTING ENVELOPE WAS SENT ON THE TIME AND DATE OF THE ELECTRONIC MESSAGE TRANSMISSION

A

ENTER THE CONSUMER E-MAIL ADDRESS INTO THE CONSUMER E-MAIL ADDRESS FIELD OF THE ENVELOPE (e.g. BY MANUALLY TYPING THE E-MAIL ADDRESS, READING A BAR CODED CONSUMER IDENTIFICATION CARD HAVING THE CONSUMER'S E-MAIL ADDRESS AND OTHER INFORMATION ENCODED THEREWITHIN, OR BY READING A MAGNETIC STRIPE TYPE CONSUMER IDENTIFICATION CARD ENCODED WITH THE SAME OR SIMILAR INFORMATION USING A MAGNETIC STRIPE READER INTERFACED WITH THE BCD CPI KIOSK)

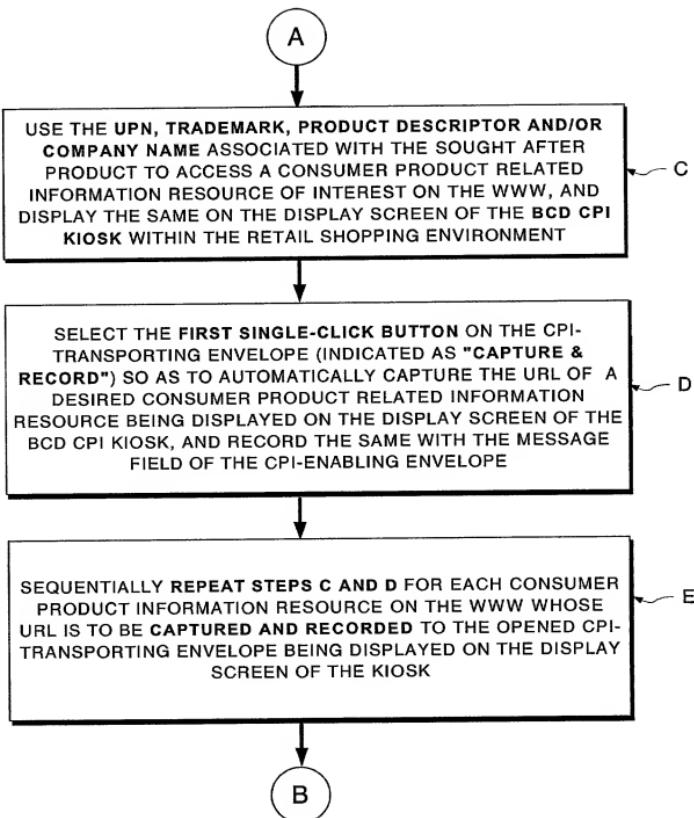
B



FIG. 3A15A



20090800-0268500



F I G. 3A15B



B

UPON CAPTURING AND RECORDING THE URLs OF A DESIRED NUMBER OF CONSUMER PRODUCT RELATED INFORMATION RESOURCES TO THE CPI-TRANSPORTING ENVELOPE, SELECT THE SECOND SINGLE-CLICK BUTTON ON THE CPI-TRANSPORTING ENVELOPE SO AS TO TRANSPORT (i.e. "SEND") THE CLOSED AND SEALED CPI-TRANSPORTING ENVELOPE TO THE E-MAIL ADDRESS ENTERED WITHIN THE CONSUMER E-MAIL ADDRESS FIELD OF THE CPI-TRANSPORTING ENVELOPE DURING STEP D, AND THEREAFTER, AUTOMATICALLY

F

MAINTAIN AN INFORMATION RECORD OF EACH CPI-TRANSPORTING ENVELOPE AND THE CONTENTS THEREOF ON THE E-MAIL SERVER ON EACH RETAILER TCP/IP INFORMATION NETWORK , AND TRANSPORT A COPY THEREOF TO THE CENTRAL E-MAIL SERVER

G

10058970 - 080602

F I G. 3A15C



20200000000000000000

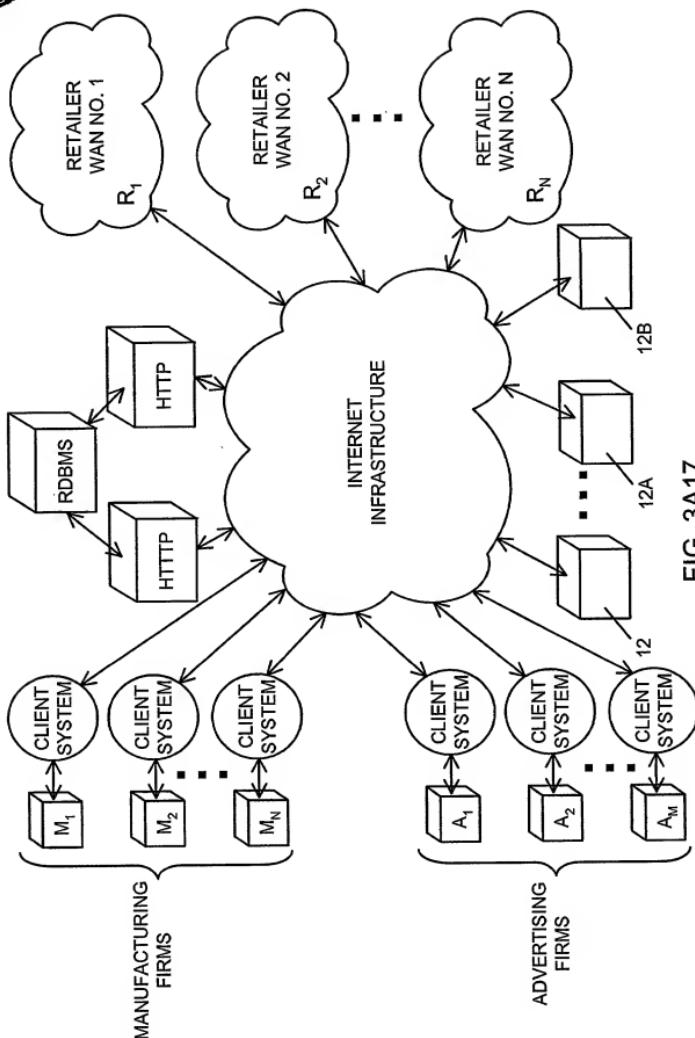


FIG. 3A17

202030 " D468500T

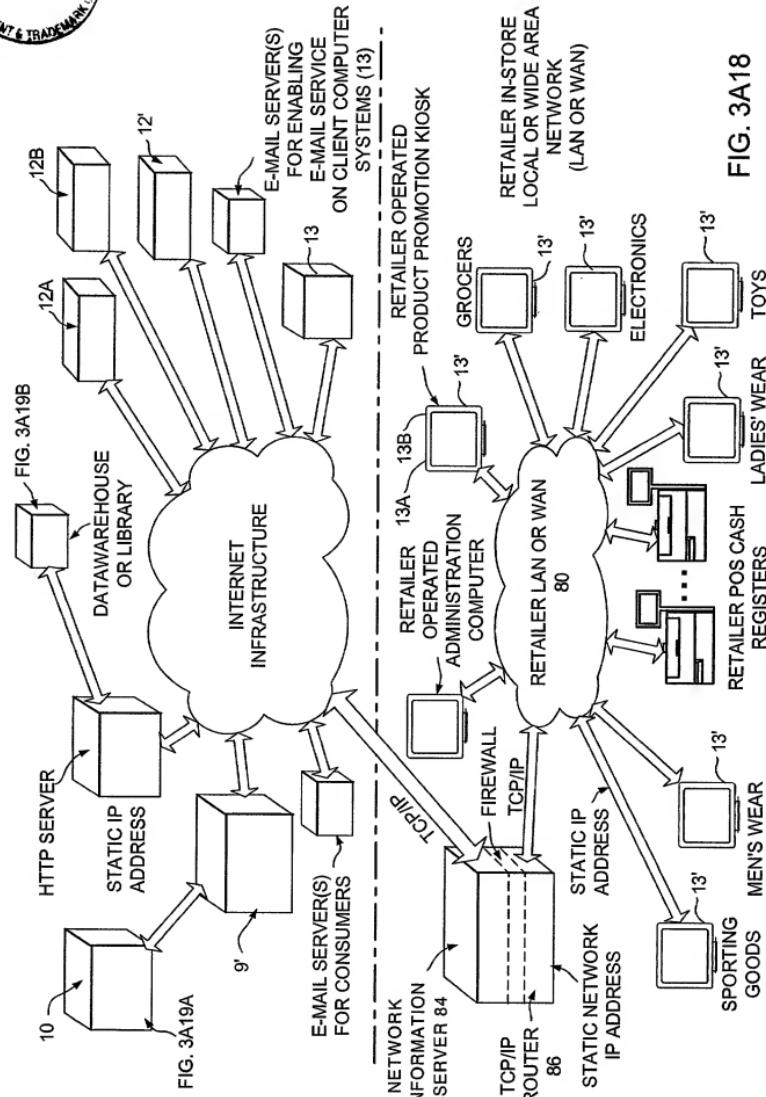


FIG. 3A18

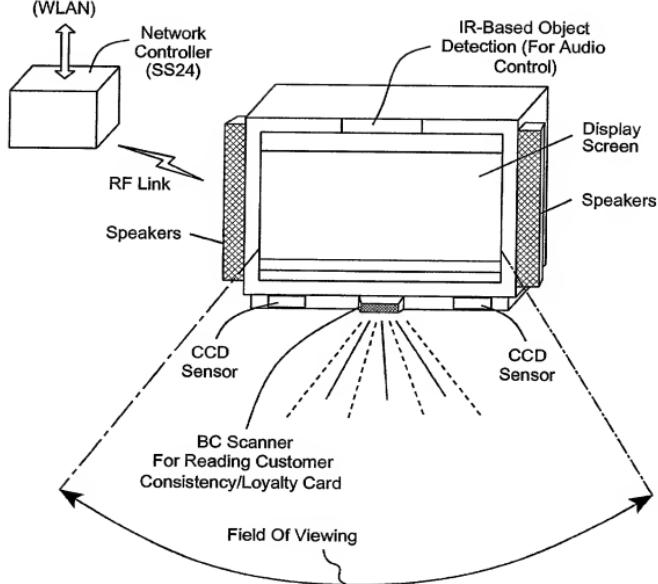
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FIG. 3A19A



20090130-00058970



Features:

- Eye Training And Accounting Subsystem
- Tracks Detected Eyeball

FIG. 3A19C

202000-0268597

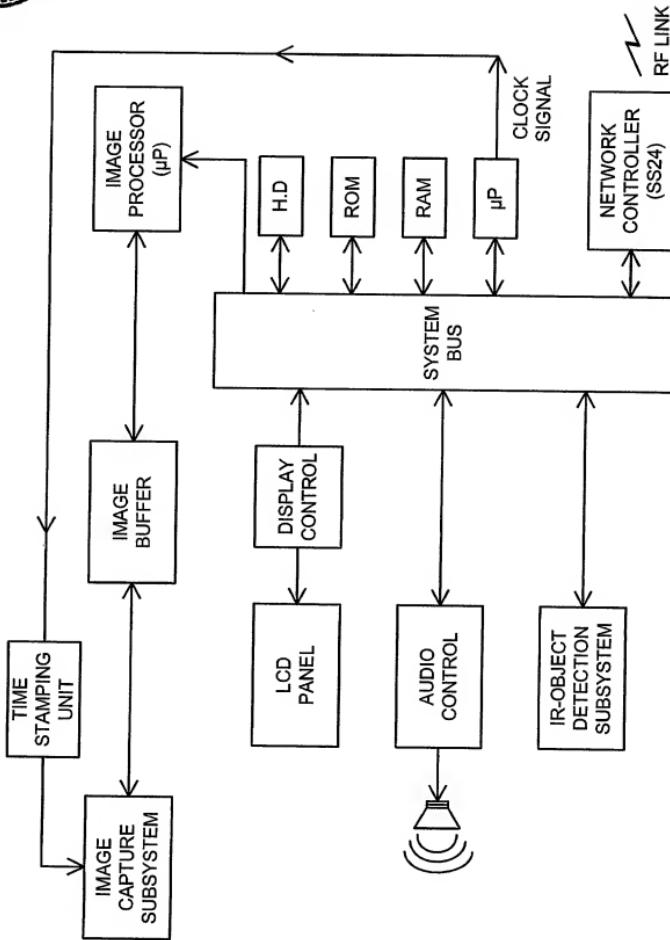


FIG. 3A19D

202020 048500

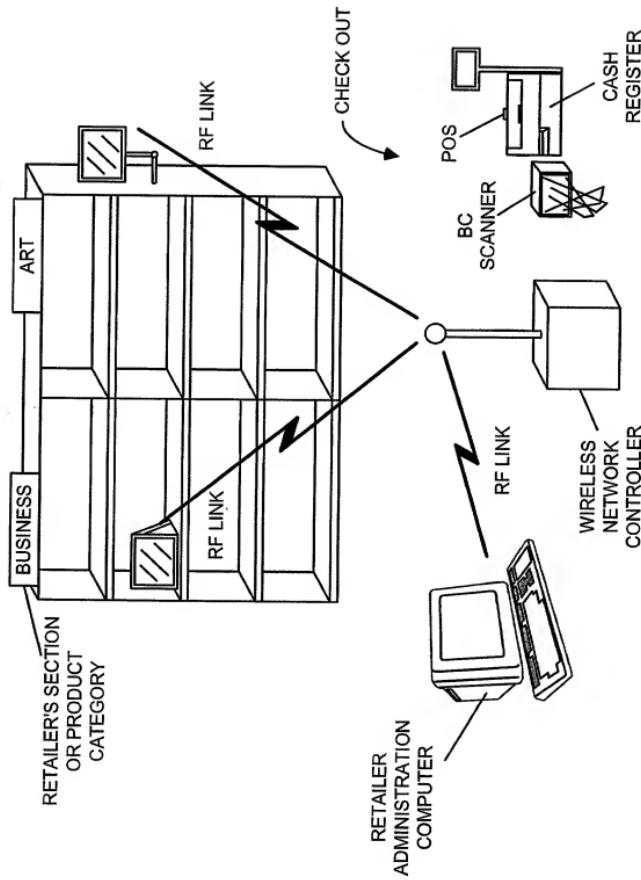


FIG. 3A20

2000010285001



DISPLAY FRAME FOR DISPLAYING THE RETAILER'S IDENTITY/IMAGE
SELECTED BY RETAILER (URL-DF1)

DISPLAY FRAME FOR DISPLAYING A PRODUCT ADVERTISEMENT CREATED
BY MANUFACTURER AND/OR AGENT THEREOF (URL-DF2),
AND SELECTED BY RETAILER

DISPLAY FRAME FOR DISPLAYING A PROMOTIONAL MESSAGE
ABOUT THE ADVERTISED PRODUCT, SELECTED BY RETAILER (URL-DF3)

DISPLAY FRAME FOR DISPLAYING THE LOCATION OF THE ADVERTISED PRODUCT
IN THE RETAIL STORE OR IN THE RETAILERS ELECTRONIC STORE,
SELECTED BY RETAILER (URL-DF4)

FIG. 3A21A

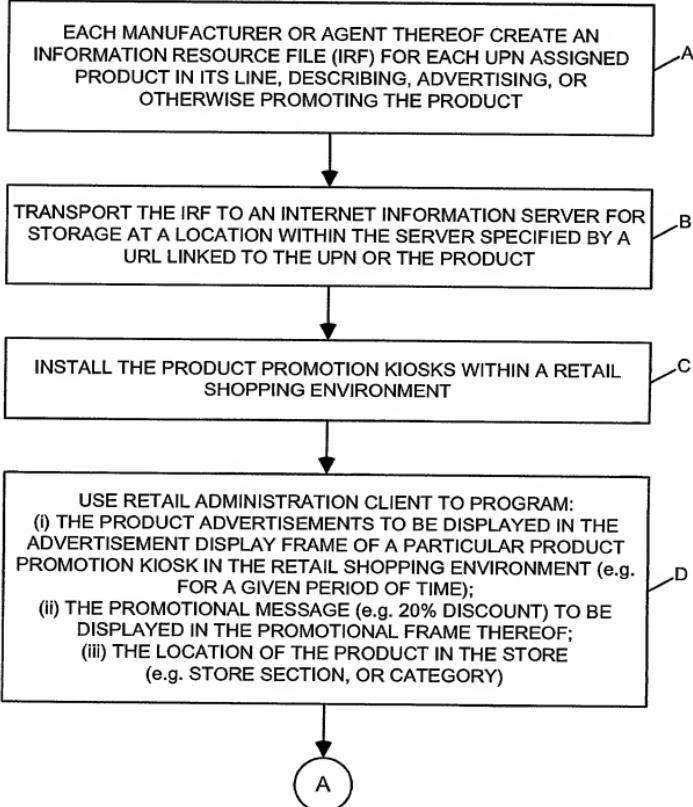


FIG. 3A22A

40058370 - 030302

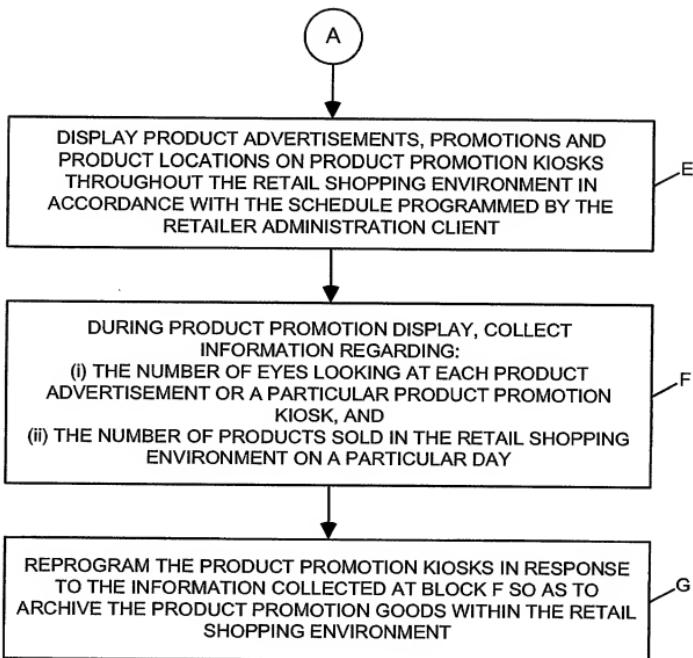


FIG. 3A22B

2009080-D76530

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PRODUCT PROMOTION PROGRAMMING TABLE

FIG. 3A23

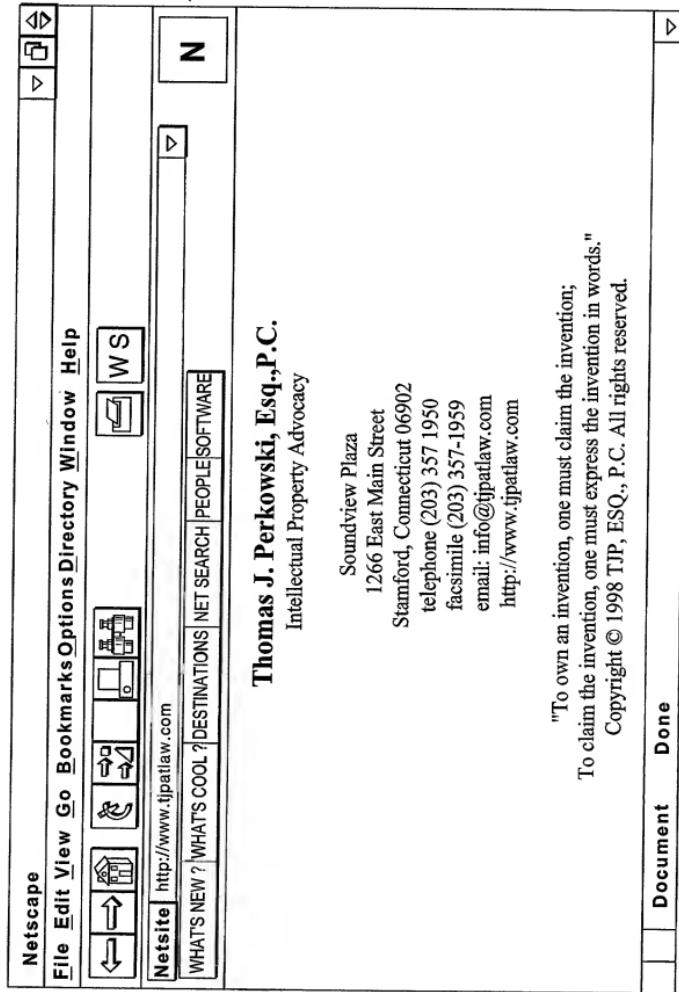
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REPORT

FIG. 3A24

200080-076897



"To own an invention, one must claim the invention;
To claim the invention, one must express the invention in words."
Copyright © 1998 TJP, ESQ., P.C. All rights reserved.

FIG. 3B

20000000000000000000000000000000

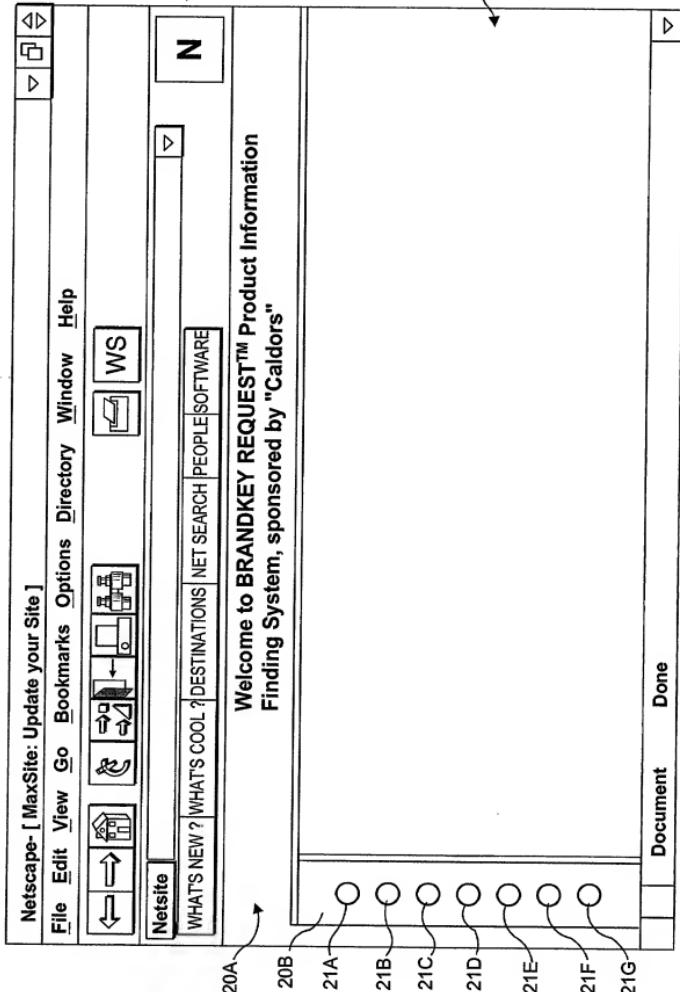


FIG. 3C

209080 " DZ68907



| IP / SN | REGISTRANT'S NAME AND ADDRESS | PRODUCT DESCRIPTION | UNIFORM RESOURCE LOCATOR (URL) | TRADE/ SERVICE MARKS | e-mail ADDRESS | CPIR APPLETS | STATUS |
|-----------------|-------------------------------------|-----------------------------|---|----------------------|----------------|--------------|--------|
| 7/18908/17674/0 | APPLE COMPUTER, INC. CUPERTINO, CA. | POWER MAC 7600/120 COMPUTER | http://www.power.com/pc | POWER MAC | | | |
| 0/373/100/6 | PROCTOR & GAMBLE | TOOTH PASTE | http://www.tooth.com/pc | CREST | | | |
| 3/12547/68404/0 | WARNER WELCOME | ACID REDUCER | http://www.zantac.com/pc | ZANTAC | ZANTAC 75 | | |
| 0/00005/17643/4 | KODAK, INC. | FILM PROCESSING | http://www.kodak.com/pc | KODAK | | | |
| • • | • • | • • | • • | • • | • • | • • | • • |
| 0/27242/51057/9 | SONY, INC. | PERSONAL COMPUTER | http://www.sony.com/pc | SONY | | | |

FIG. 4A1

CONSUMER PRODUCT INFO. REQUEST,
CPIR-ENABLING APPLET LIBRARY



2029030 " DZ6350T

| URL | PRODUCT SPECIFICATION INFORMATION FIELD | PRODUCT UPDATE INFORMATION FIELD | PRODUCT WARRANTY / SERVING INFORMATION FIELD | PRODUCT INCENTIVE INFORMATION FIELD | PRODUCT REVIEW INFORMATION FIELD | MISCELLANEOUS INFORMATION FIELD | PRODUCT ADVERTISING INFORMATION FIELD |
|-----|---|----------------------------------|--|-------------------------------------|----------------------------------|---------------------------------|---------------------------------------|
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| .. | .. | .. | .. | .. | .. | .. | .. |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |

FIG. 4A2



20190100 - 02635007

| IP / S/N | REGISTRANTS NAME AND ADDRESS | PRODUCT DESCRIPTION | TRADE/SERVICE MARKS | E-MAIL ADDRESS | STATUS |
|-----------------|-------------------------------|----------------------|---------------------|----------------|--------|
| 7/05089/3746/7 | NETSCAPE COMMUNICATIONS CORP. | INTERNET NAVIGATOR | NETSCAPE, NAVIGATOR | | |
| | | | | | |
| | | | | | |
| 0/30000/01020/4 | QUAKER, INC. | OATMEAL | QUAKER | | |
| 0/496/390/1 | COLA COLA, INC. | COCA SODA | COCA - COLA, COKE | | |
| 0/7599/24245/2 | WARNER BROS. | PAT METHANY AUDIO CD | GEFFEN | | |
| : | : | : | : | : | : |
| | | | | | |

FIG. 4B

209080 "0268500T

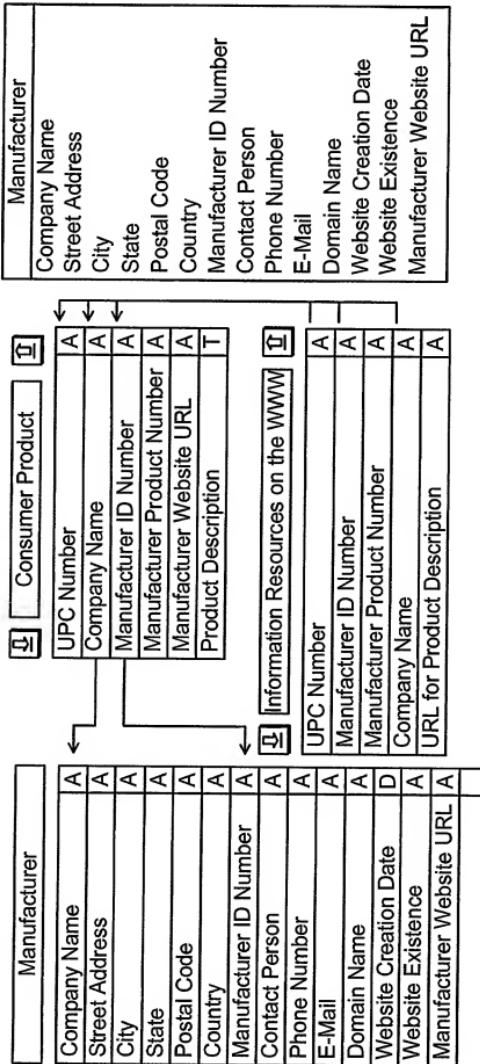


FIG. 4C1

FIG. 4C

209030 "0488500"



| Consumer Product |
|-----------------------------|
| UPC Number |
| Company Name |
| Manufacturer ID Number |
| Manufacturer Product Number |
| Manufacturer Website URL |
| Product Description |
| Primary Trademark |
| Secondary Trademark |
| Package Type |
| UPC Symbol Type |
| Website Marking on Package |
| 800 Consumer Phone Number |

FIG. 4C2

| Info. Resources on WWW |
|---------------------------------|
| UPC Number |
| Manufacturer ID Number |
| Company Name |
| URL For Product Description |
| URL For Product Manual |
| URL For Warranty Service |
| URL For WWW Advertisement |
| URL For WWW Advertisement |
| URL For WWW Advertisement |
| URL For Product Wholesaler |
| URL For Product Wholesaler |
| URL For Product Wholesaler |
| URL For Product Retailer No.1 |
| URL For Product Retailer No.2 |
| URL For Product Retailer No.3 |
| URL For Direct Product Purchase |
| URL For Complementary Product |
| URL For Complementary Product |
| URL For Complementary Product |
| URL For Company Annual Report |
| URL For Company Stock Purchase |

FIG. 4C3



| RETAILER |
|--------------------------|
| Company Name |
| Street Address |
| City |
| State |
| Postal Code |
| Country |
| Manufacturer ID Number |
| Contact Person |
| Phone Number |
| E-Mail |
| Domain Name |
| Website Creation Date |
| Website Existence |
| Manufacturer Website URL |
| Manufacturer No. 1 |
| Manufacturer No. 2 |
| Manufacturer No. 3 |
| Manufacturer No. 4 |
| Manufacturer No. 5 |
| Manufacturer No. 6 |
| Manufacturer No. 7 |
| Manufacturer No. 8 |
| Manufacturer No. 9 |
| Manufacturer No. 10 |
| ⋮ |
| Manufacturer No. N |

FIG. 4D

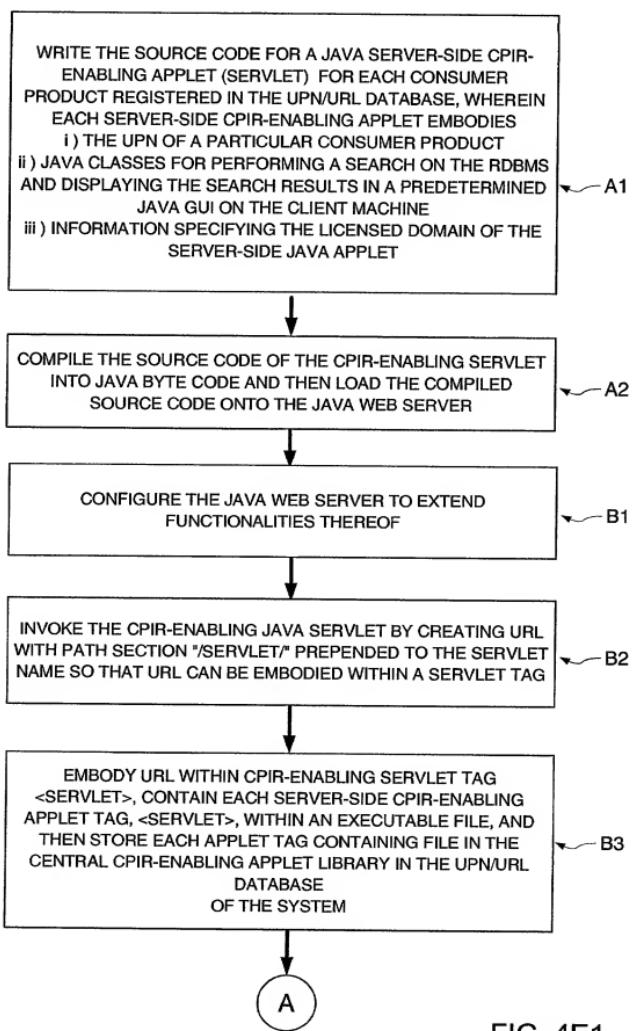


FIG. 4E1

105058970 - 0301602



10058867-D-0080

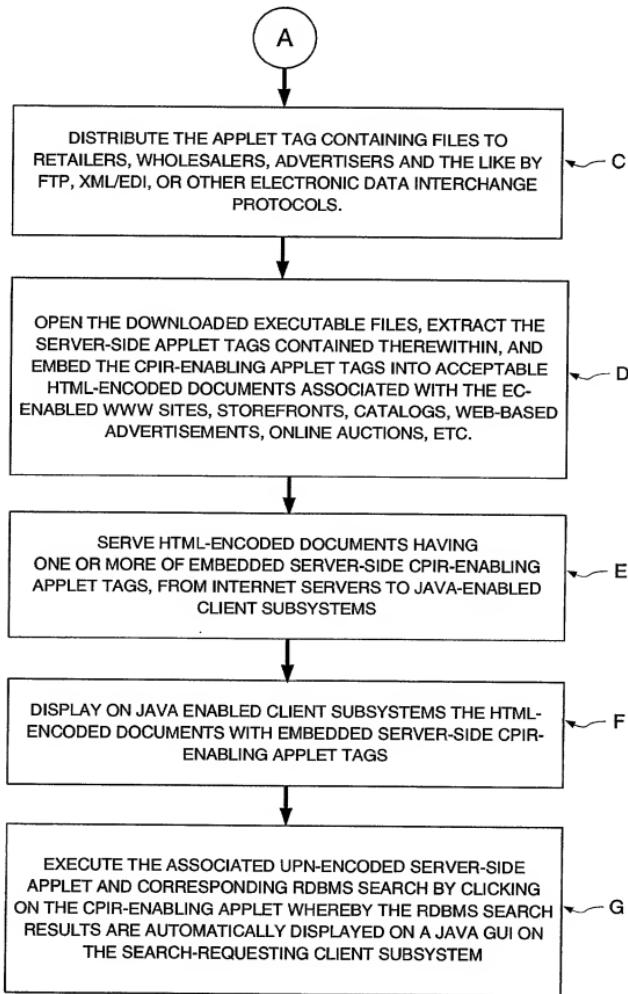


FIG. 4E2



2029080 " 02/685007

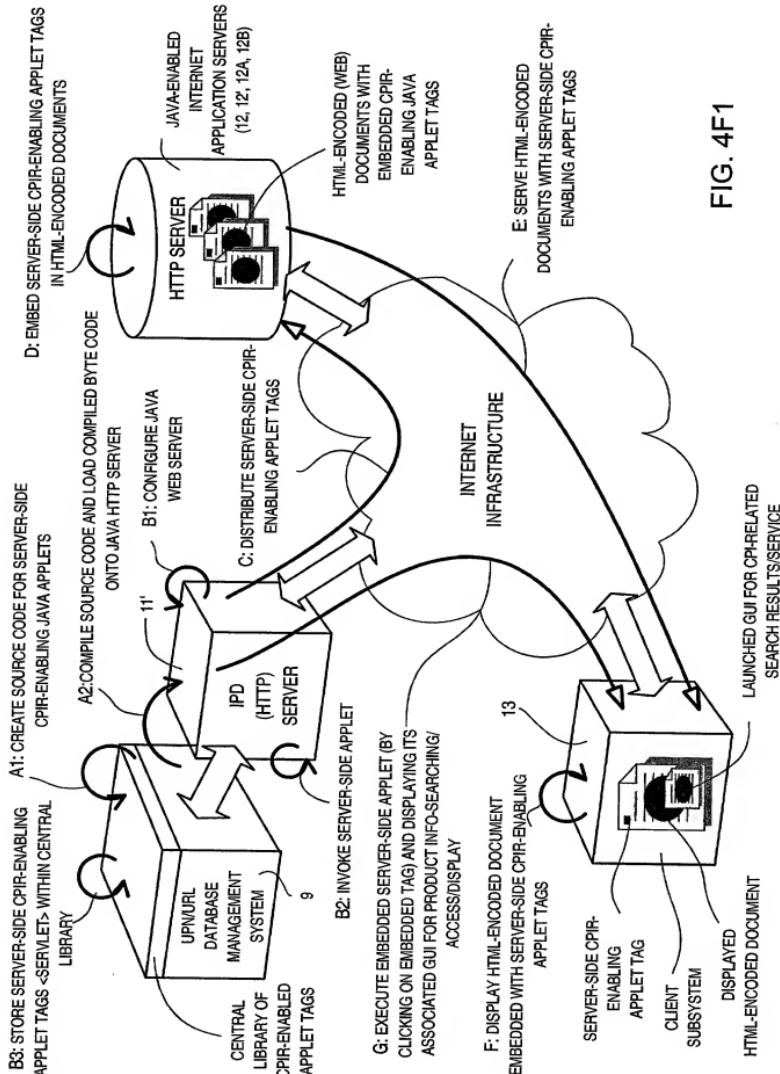


FIG. 4F1

2003080 " DOCUMENT

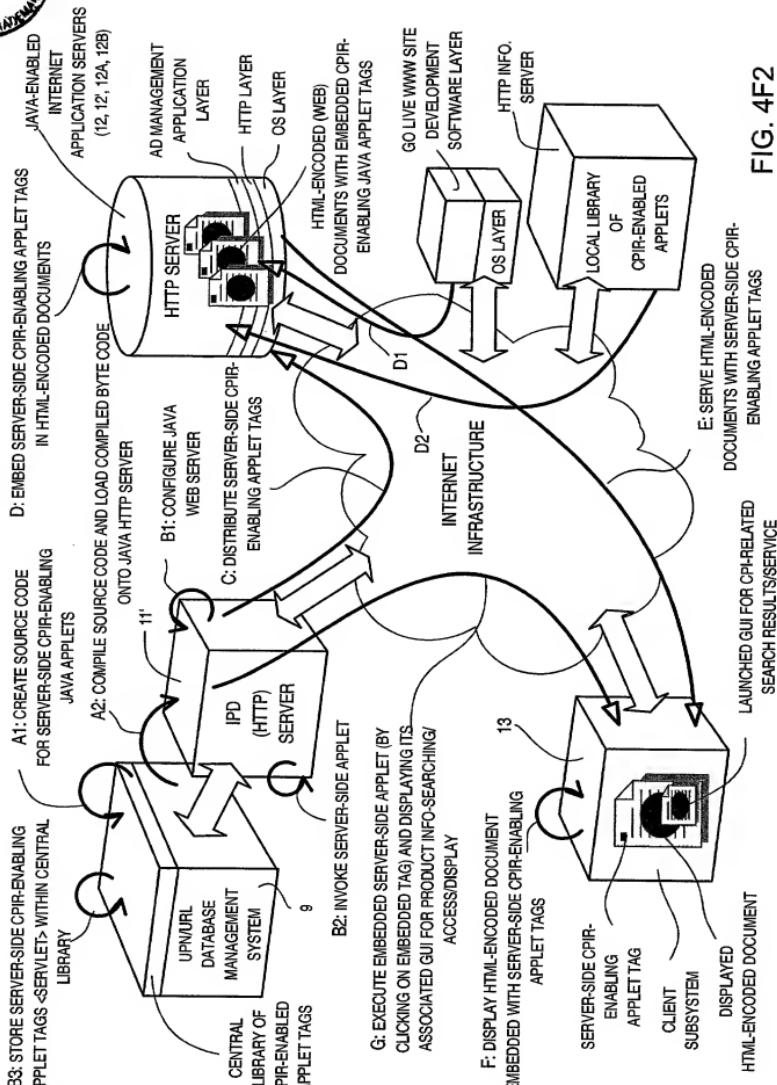


FIG. 4F2

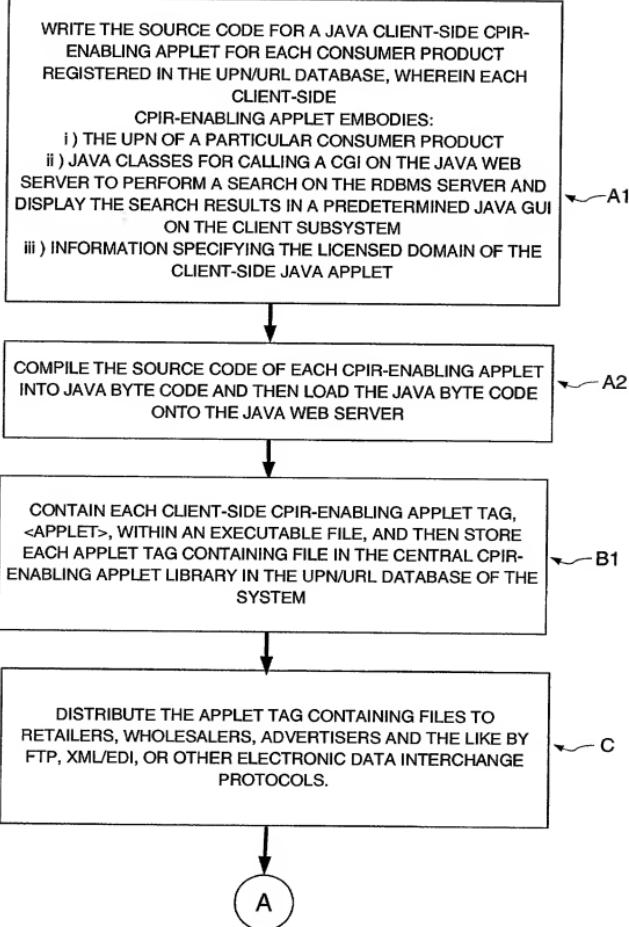


FIG. 4G1



10058970-02016012

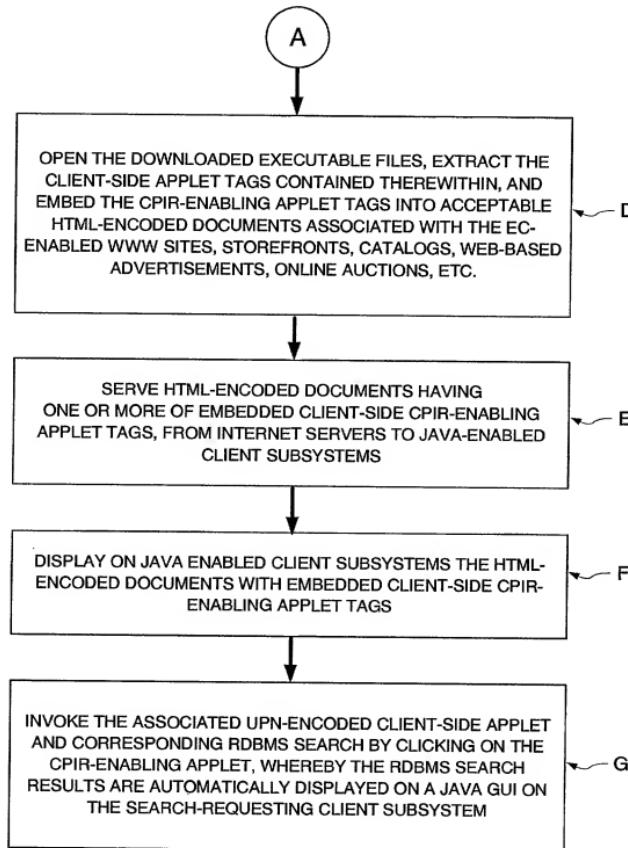


FIG. 4G2

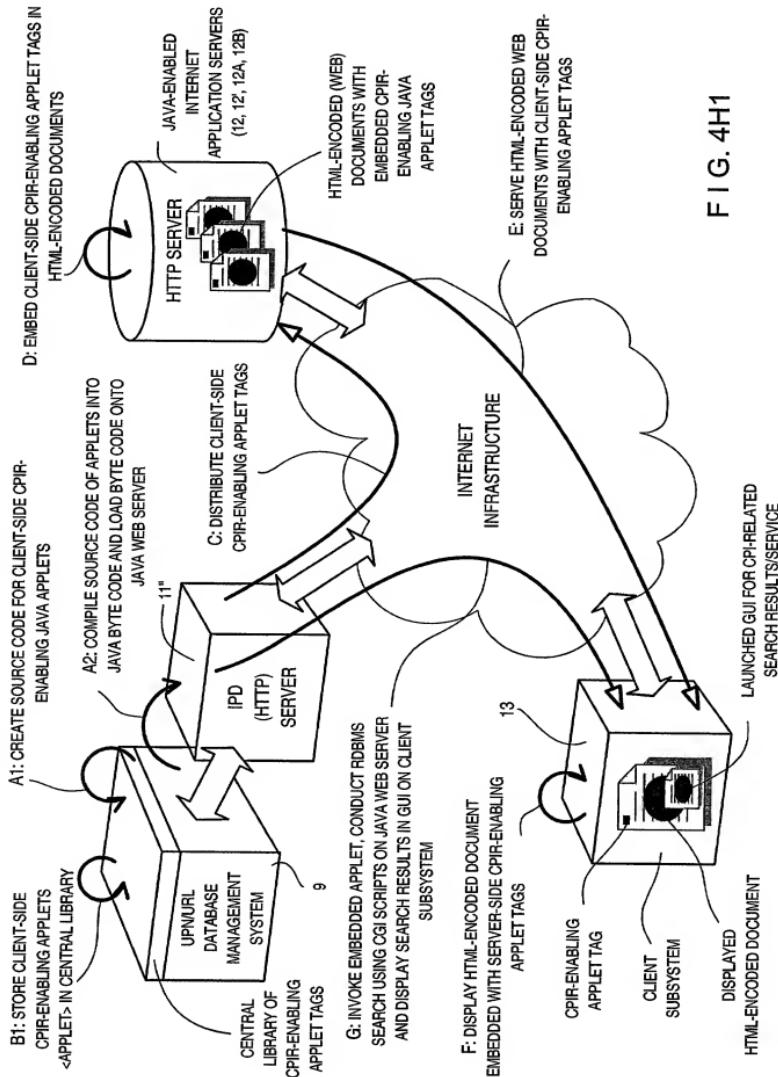


FIG. 4H1

209930 - D 483007

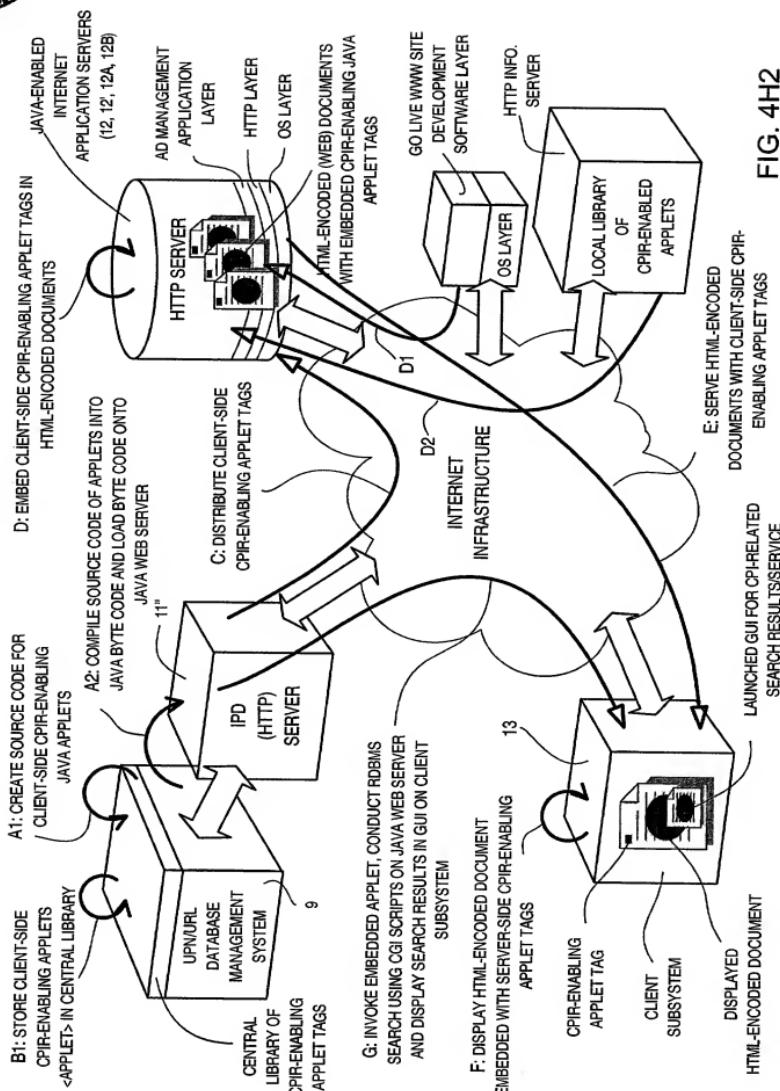


FIG. 4H2



WRITE THE SOURCE CODE FOR A JAVA CLIENT-SIDE CPIR-ENABLING APPLET FOR EACH CONSUMER PRODUCT REGISTERED IN THE UPN/URL DATABASE, WHEREIN EACH CLIENT-SIDE CPIR-ENABLING APPLET EMBODIES:

- i) THE UPN OF A PARTICULAR CONSUMER PRODUCT
- ii) JAVA CLASSES FOR CREATING A SOCKET CONNECTION BETWEEN THE CLIENT SYSTEM AND JAVA WEB SERVER AND TO PERFORM A SEARCH ON THE RDBMS SERVER, AND DISPLAYING THE SEARCH RESULTS IN A PREDETERMINED JAVA GUI ON THE CLIENT SUBSYSTEM
- iii) INFORMATION SPECIFYING THE LICENSED DOMAIN OF THE CLIENT-SIDE JAVA APPLET

→ A1

COMPILE THE SOURCE CODE OF EACH CPIR-ENABLING APPLET INTO JAVA BYTE CODE AND THEN LOAD THE JAVA BYTE CODE ONTO THE JAVA WEB SERVER

→ A2

CONTAIN EACH CLIENT-SIDE CPIR-ENABLING APPLET TAG, <APPLET>, WITHIN AN EXECUTABLE FILE, AND THEN STORE EACH APPLET TAG CONTAINING FILE IN THE CENTRAL CPIR-ENABLING APPLET LIBRARY IN THE UPN/URL DATABASE OF THE SYSTEM

→ B1

DISTRIBUTE THE APPLET TAG CONTAINING FILES TO RETAILERS, WHOLESALERS, ADVERTISERS AND THE LIKE BY FTP, XML/EDI, OR OTHER ELECTRONIC DATA INTERCHANGE PROTOCOLS.

→ C



FIG. 4I1

10058970 - 080502



2005080 - 07685007

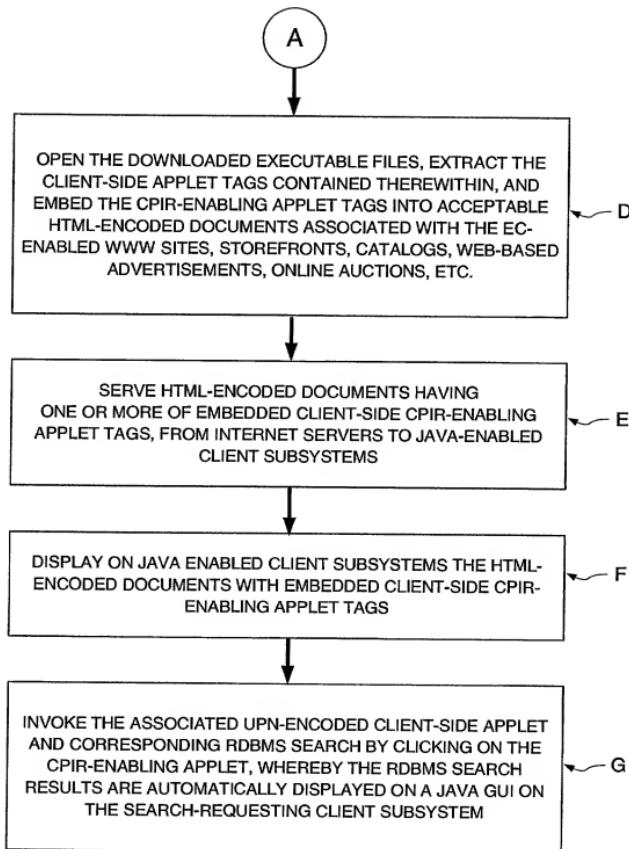
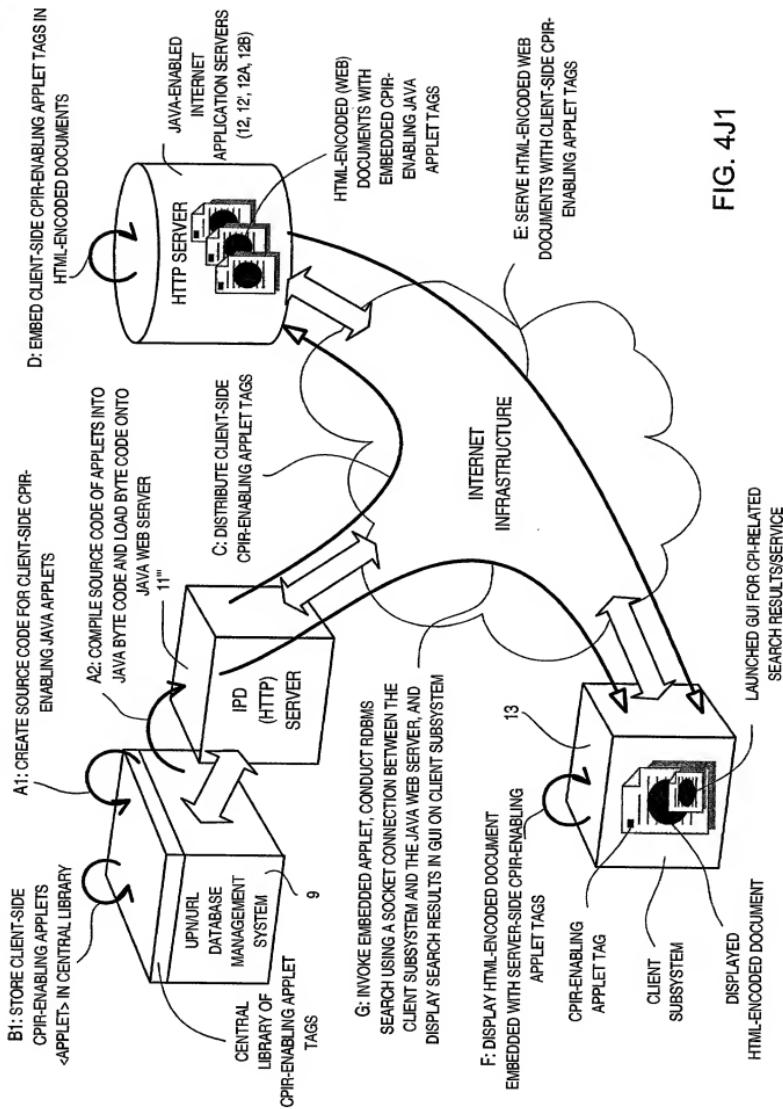


FIG. 4I2

2029030 = 046859017



2029080 "D" 655001

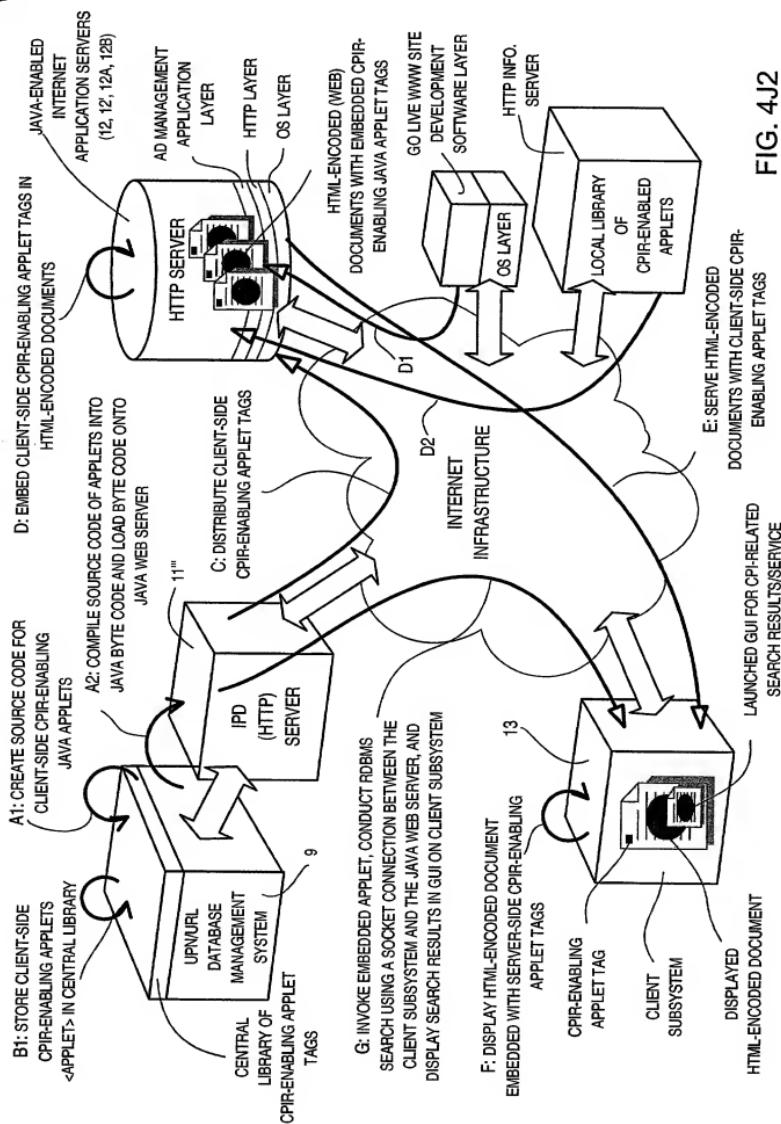


FIG. 4J2



WRITE THE SOURCE CODE FOR A JAVA CLIENT-SIDE CPIR-ENABLING APPLET FOR EACH CONSUMER PRODUCT REGISTERED IN THE UPN/URL DATABASE, WHEREIN EACH CLIENT-SIDE CPIR-ENABLING APPLET EMBODIES:

- i) THE UPN OF A PARTICULAR CONSUMER PRODUCT
- ii) JAVA CLASSES FOR CALLING AN RMI ON THE JAVA WEB SERVER TO PERFORM A SEARCH ON THE RDBMS SERVER AND DISPLAY THE SEARCH RESULTS IN A PREDETERMINED JAVA GUI ON THE CLIENT SUBSYSTEM
- iii) INFORMATION SPECIFYING THE LICENSED DOMAIN OF THE CLIENT-SIDE JAVA APPLET

A1

COMPILE THE SOURCE CODE OF EACH CPIR-ENABLING APPLET INTO JAVA BYTE CODE AND THEN LOAD THE JAVA BYTE CODE ONTO THE JAVA WEB SERVER

A2

CONTAIN EACH CLIENT-SIDE CPIR-ENABLING APPLET TAG, <APPLET>, WITHIN AN EXECUTABLE FILE, AND THEN STORE EACH APPLET TAG CONTAINING FILE IN THE CENTRAL CPIR-ENABLING APPLET LIBRARY IN THE UPN/URL DATABASE OF THE SYSTEM

B1

DISTRIBUTE THE APPLET TAG CONTAINING FILES TO RETAILERS, WHOLESALERS, ADVERTISERS AND THE LIKE BY FTP, XML/EDI, OR OTHER ELECTRONIC DATA INTERCHANGE PROTOCOLS.

C



FIG. 4K1

20058970 - 00000000000000000000000000000000

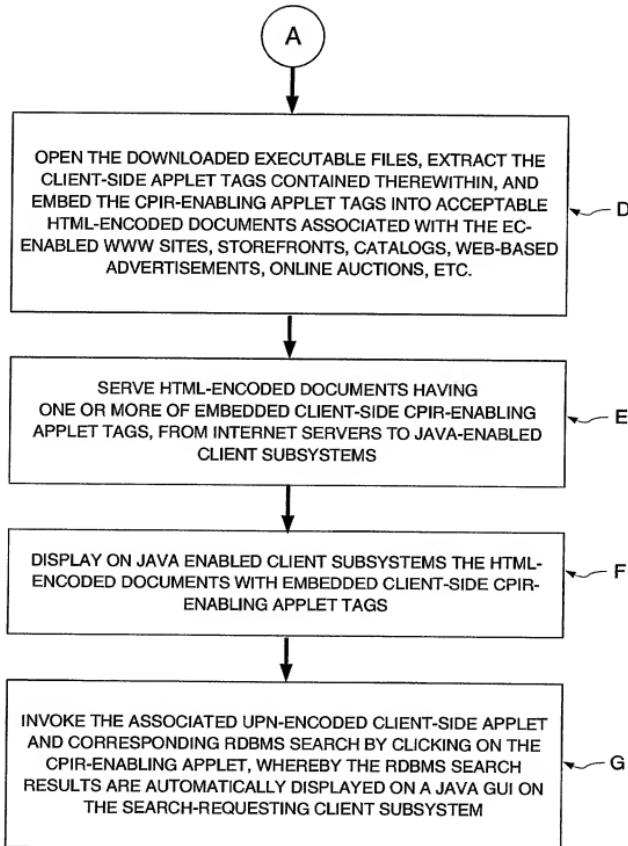
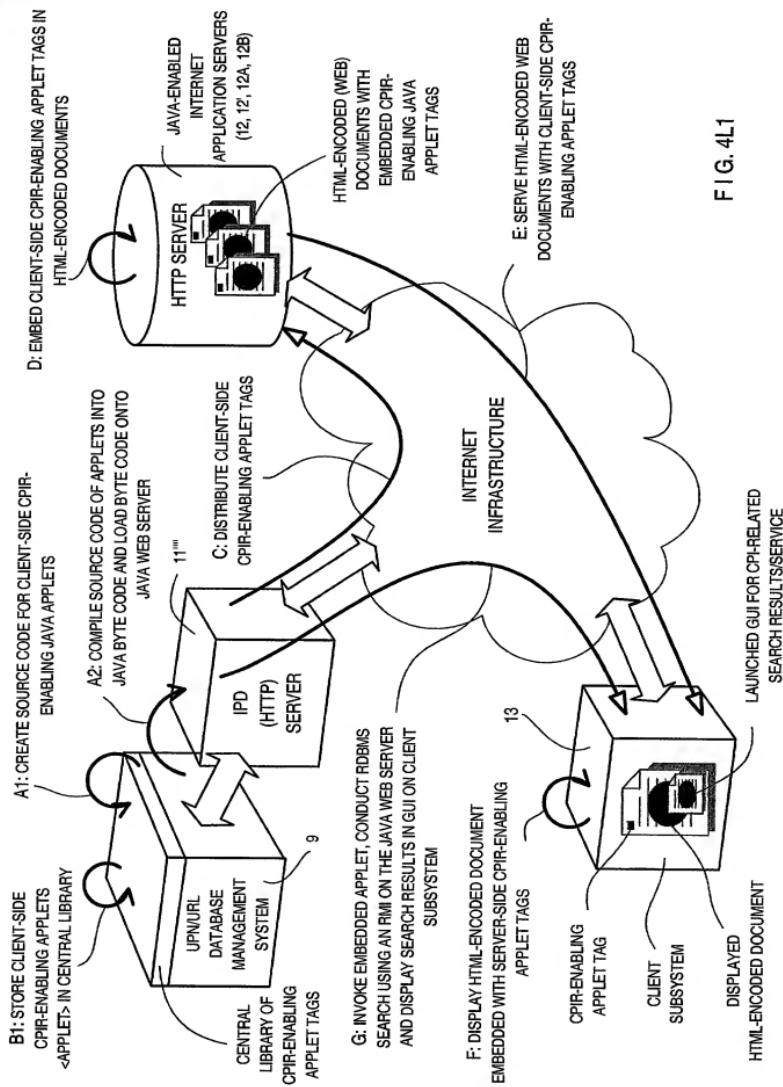


FIG. 4K2

20200300-0268970

2003080 - 02685007



2029300 0 0685907

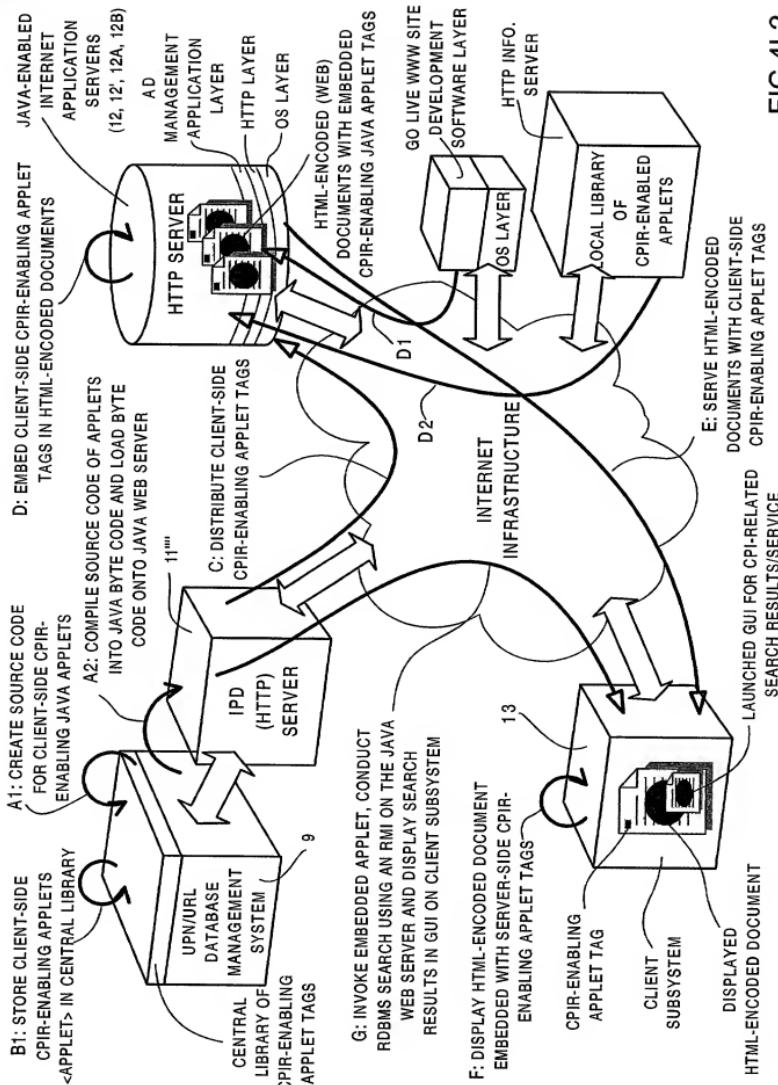


FIG.4L2

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| CENTRAL LIBRARY OF CPT-ENABLING APPLETS | | | |
|---|--------------------|------------------|----------------------------|
| UPC No. | Trademark | Manufacturer No. | Download |
| 0000000000 | Power Mac Computer | 0000000000 | ◆ Download to Power Mac |
| 1111111111 | Sony | 1111111111 | ◆ |
| 2222222222 | J. Crew | 2222222222 | ◆ |
| | | | ◆ |
| | | | ◆ |
| | | | ◆ |

FIG. 4M1

209080-0268500T

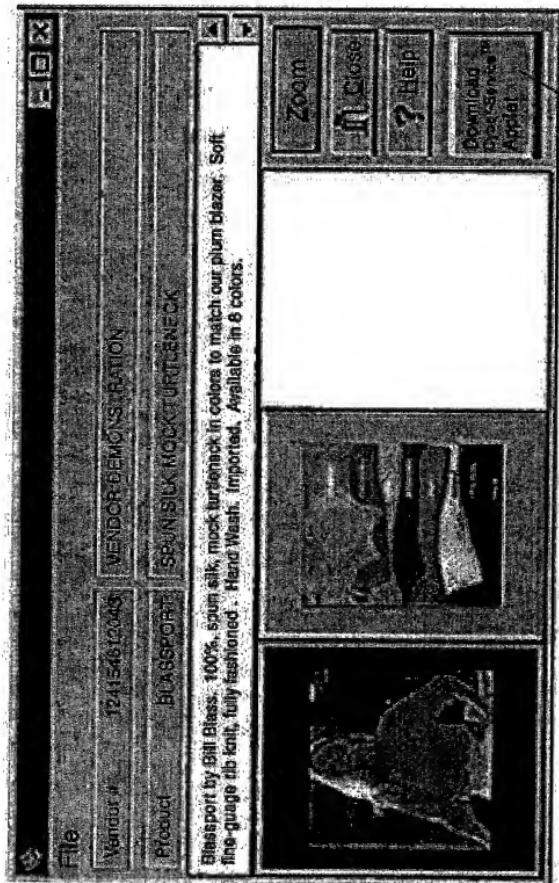


FIG. 4M2

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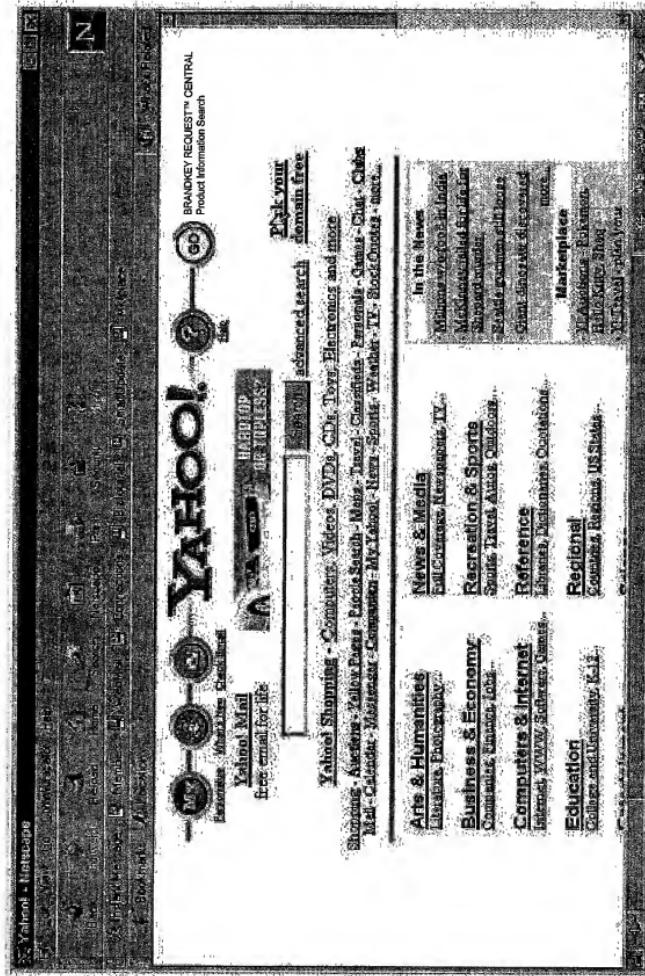


FIG. 4N1

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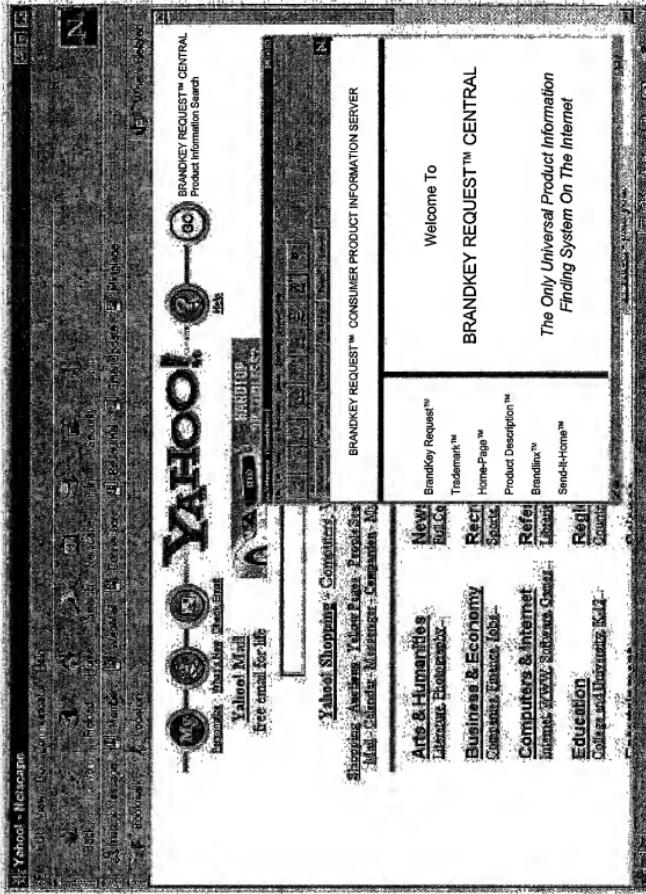


FIG. 4N2

209080 "0268500T



N

SPORTS PLACE
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SEARCH []
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BIKING
Bikes
Mountain
Road/Bicycle
Pads
Fenders
Seat
Tires

FISHING
Fishing Rods
Reels
Lures
Parts
Books
Magazines

SAILING
Equipment
Sails
Accessories

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Retail Product Information Search
© SPORTS PLACE

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FIG. 401

2019030 - 0468500T

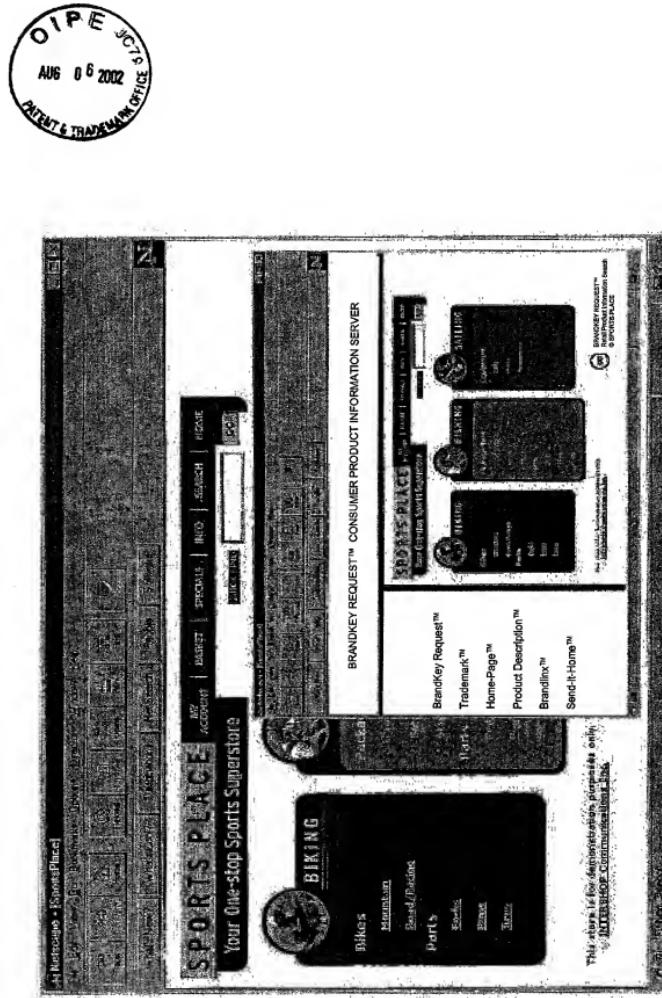


FIG. 402

30 DECEMBER 2002

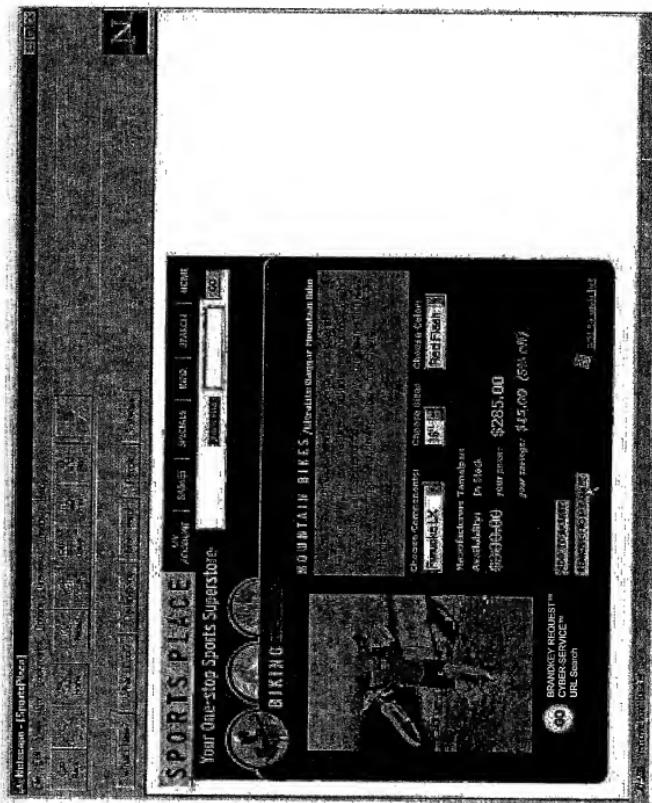


FIG 4P1

30000-07/2000



The image consists of two side-by-side screenshots. The left screenshot shows the homepage of the SportsBible website, featuring a large banner for 'SportsBible BIKING', a search bar, and navigation links for 'HOME', 'INFO', 'SPECIALS', and 'SEARCH'. The right screenshot shows the 'Brandkey Request' consumer product information server, displaying a search result for 'Mountain Bike' with details like 'Manufacturer: Ternatec', 'Availability: In Stock', 'Price: \$300.00', and a 'Product Description' section.

FIG. 4P2

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FIG. 4Q1

209030-02685007



ebay

Categories

Automobiles
Business & Industrial
Books & Media
Clothing & Shoes
Collectibles
Computers
Dolls & Toys (460)
Great Clothing & Shoes
Health & Beauty (1,039)
Home & Garden (2,090)
Hobbies & Electronics (2,090)
Jewelry & Glassware
Sports Memorabilia
Toys
Tools, Home & Garden
Music Instruments (2,090)
Software

BRANDKEY REQUEST™ CENTRAL
Product Information Search

BRANDKEY REQUEST™ CONSUMER PRODUCT INFORMATION SERVER

Welcome To

BRANDKEY REQUEST™ CENTRAL

The Only Universal Product Information
Finding System On The Internet!

BrandKey Request™
Trademark™
HomePage™
Product Description™
BrandLink™
Send-It-Home™

Category
Search
Advanced Search
Help
Community

FIG. 4Q2

三〇九



ebay - 68 of item 19000000005 [Edit] 11/10/2005 21:25:11 PST | Mercari Mkt. #703 | 1/27/2015

N

Home | My eBay | Site map

Browse | Sell | Services | Search | Help | Community

New View  Advanced search™
Category Search™
Site Search

Intercompliant Vinyl 1/16" x 10' x 30'

Computer/Cat5e Cat5e
100 ft
\$2.00
Furniture
12 cat5e
Location: Antioch, CA
Seller's other items
Buy It Now | Add to cart
Feedback: Category: Aucts.

\$420.50 Refurbished
1
4 days, 7 hours +
In store: 2010-09-21
Linen: No
Condition: New

Buy It Now | Add to cart
Offer comment or enter a bid
Buy It Now
Help bid
Payment
Shipping

Seller assumes all responsibility for listing this item. You should contact the seller to resolve any questions before buying. Click if you agree.

US dollar \$ 100.00 current price

FIG. 4R1

10068920 • JGIM



FIG. 4R2

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and to see more products
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Thomas J. Perkowski, Esq., P.C.

Intellectual Property Advocacy

Southview Plaza 1268 East Main Street
Stratford, Connecticut 06497
Telephone (203) 357-3550
Facsimile (203) 357-1959
Email: tom@jactlaw.com

<http://www.jactlaw.com>

"The most effective and efficient way to handle
Intellectual Property issues is to hire a lawyer."

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FIG 4S1

2009-07-06



AUG 06 2007

| | | |
|--|---|---|
|  index - Netscape | <p>Thomas J. Peters</p> <p>Intellectual Property</p> <p>Now In Stock!</p> <p>SEARCH IT</p> <p>BRANDKEY REQUEST™</p> <p>URL Search</p> <p>SEARCH IT</p> | <p>BRANDKEY REQUEST™ CONSUMER PRODUCT INFORMATION SERVER</p> <p>Cyber-Service™</p> <p>Search Results: Manufacturer: IBM UPC: 000000000000 Trademark: Computer Products</p> <p>Product Description™</p> <p>Advertiser Information</p> <p>BrandIndex™</p> <p>SendIt-Home™</p> <p>Buy on the Web</p> |
| <p>Search It Home</p> <p>SEARCH IT</p> <p>BRANDKEY REQUEST™ CONSUMER PRODUCT INFORMATION SERVER</p> <p>Cyber-Service™</p> <p>Search Results: Manufacturer: IBM UPC: 000000000000 Trademark: Computer Products</p> <p>Product Description™</p> <p>Advertiser Information</p> <p>BrandIndex™</p> <p>SendIt-Home™</p> <p>Buy on the Web</p> |  | |

FIG. 4S2

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FIG. 4S3

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FIG. 4T1

TODAY'S NEWS

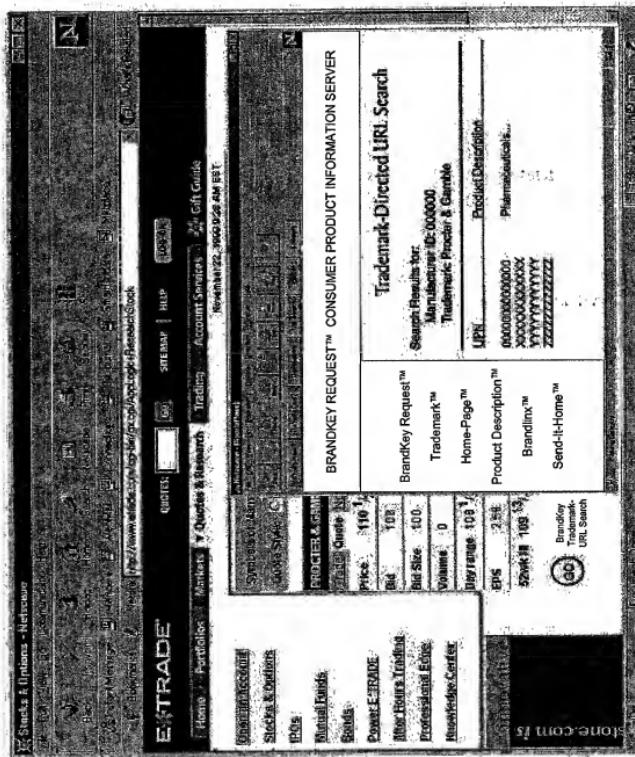


FIG 4T2



MANUFACTURER / PRODUCT REGISTRATION MODE

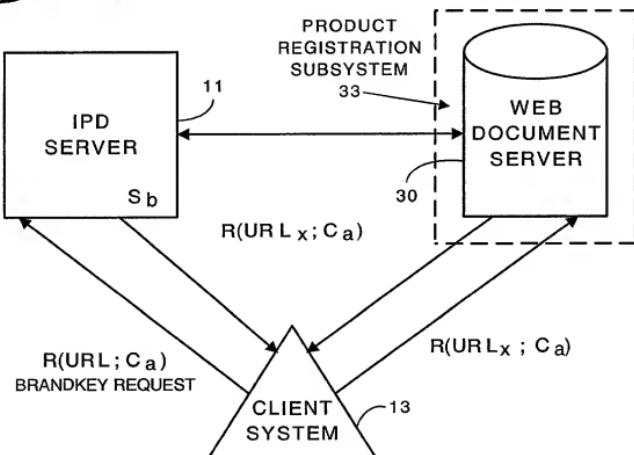


FIG. 5A

MANUFACTURER WEBSITE SEARCH MODE

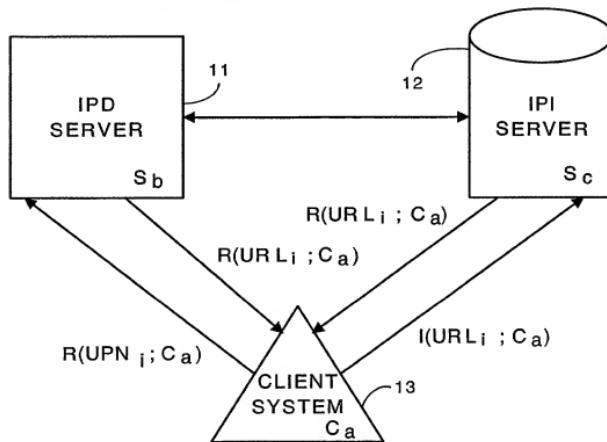


FIG. 5B

100058970 - 080602



UPN - DIRECTED INFORMATION ACCESS MODE

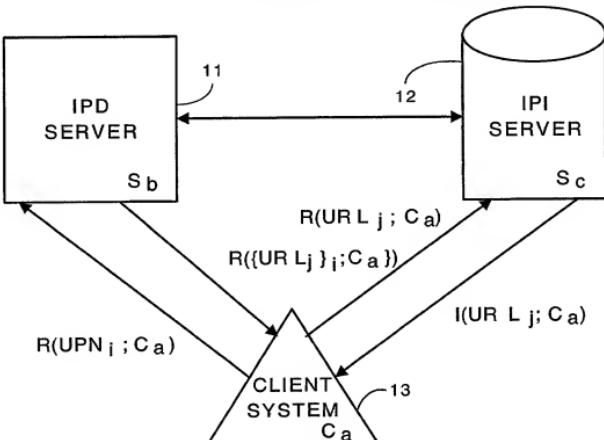


FIG. 5C

TRADE - MARK DIRECTED SEARCH MODE

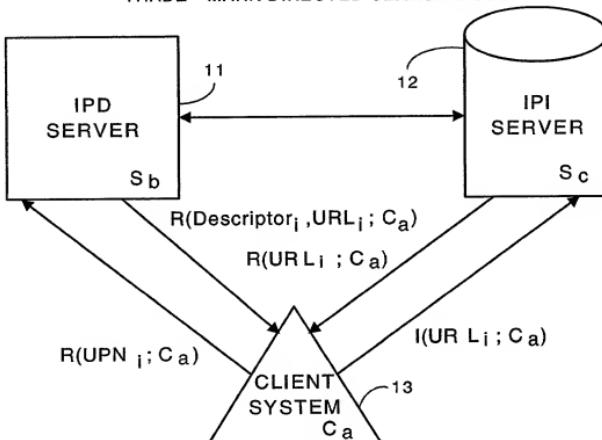


FIG. 5D

20058970 - 080502



PRODUCT - DESCRIPTION DIRECTED SEARCH MODE

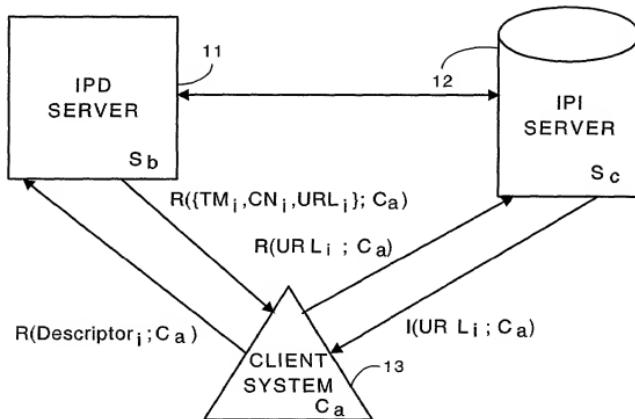


FIG. 5E

1 00058970 080622

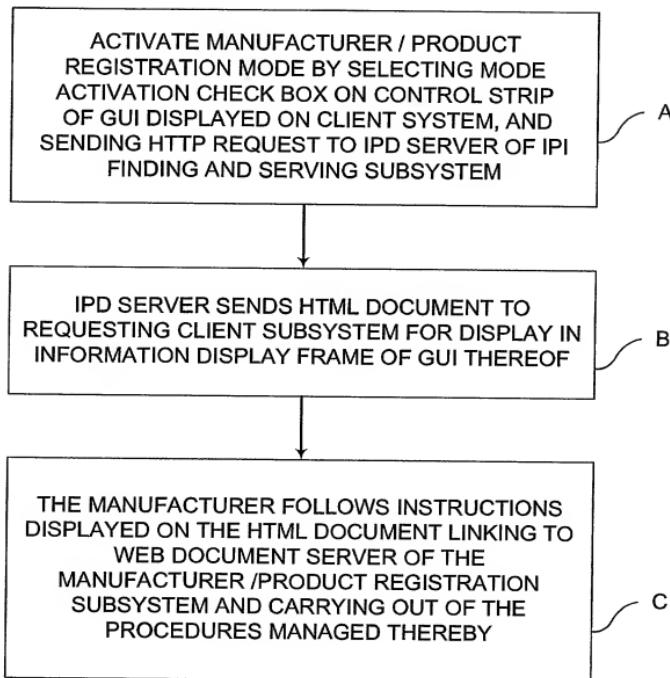


FIG. 6A

200588670 - 03080



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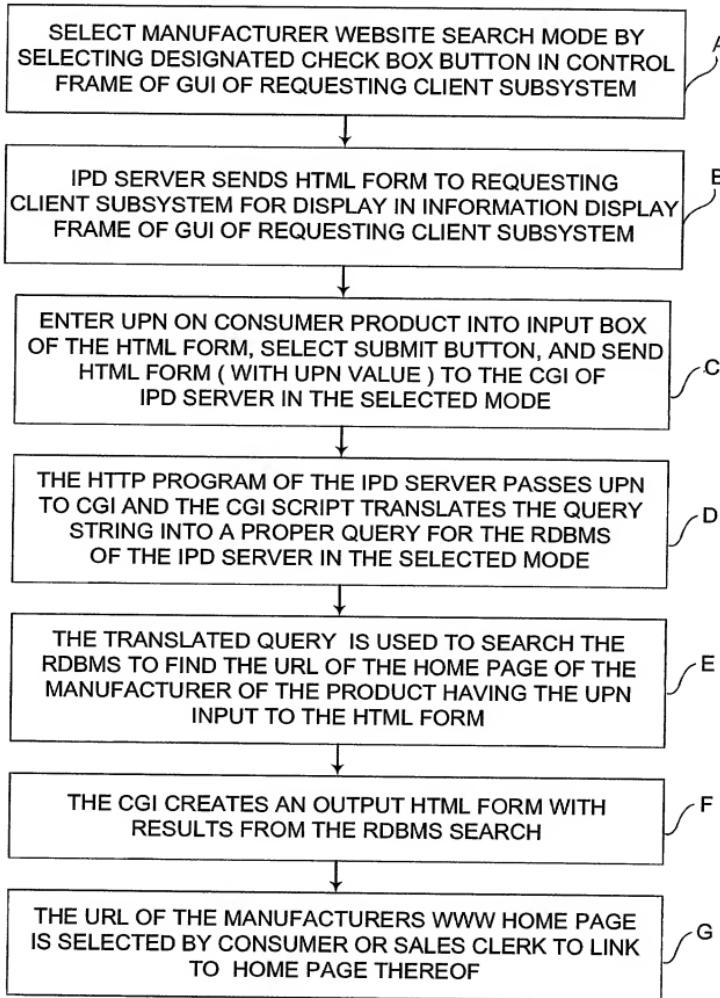


FIG. 6B

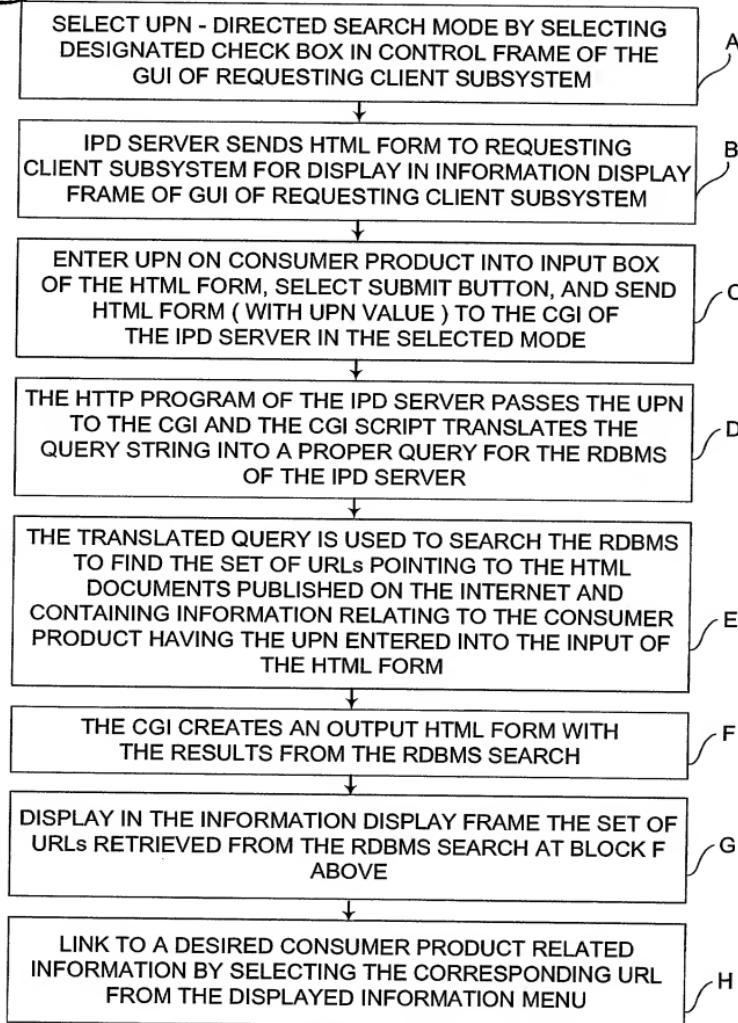


FIG. 6C



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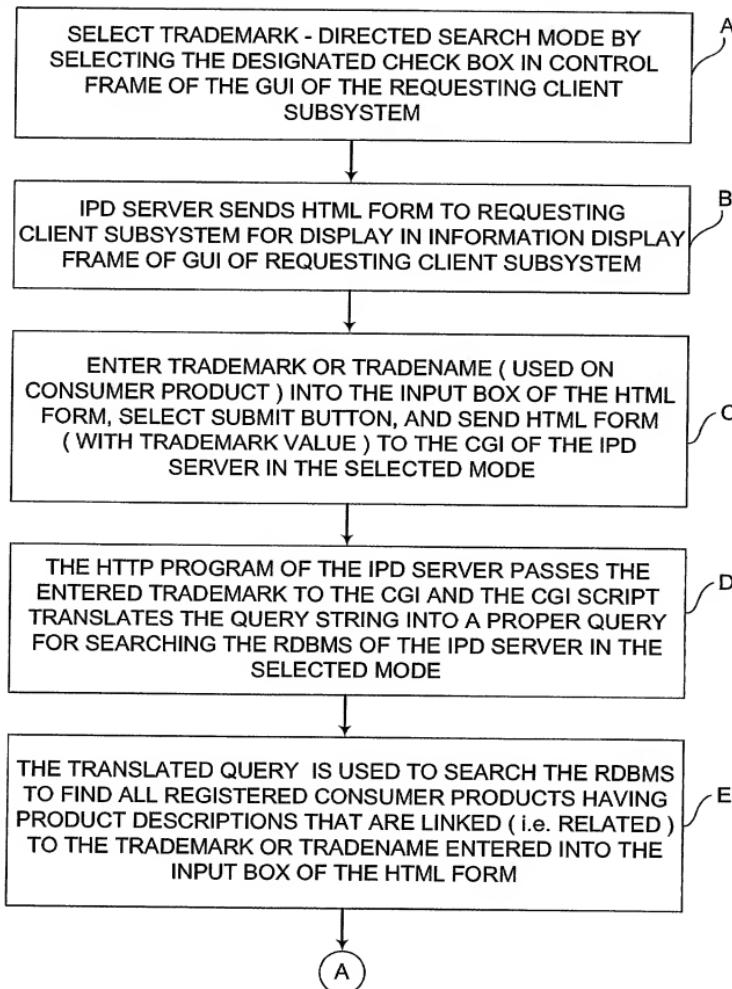


FIG. 6D1

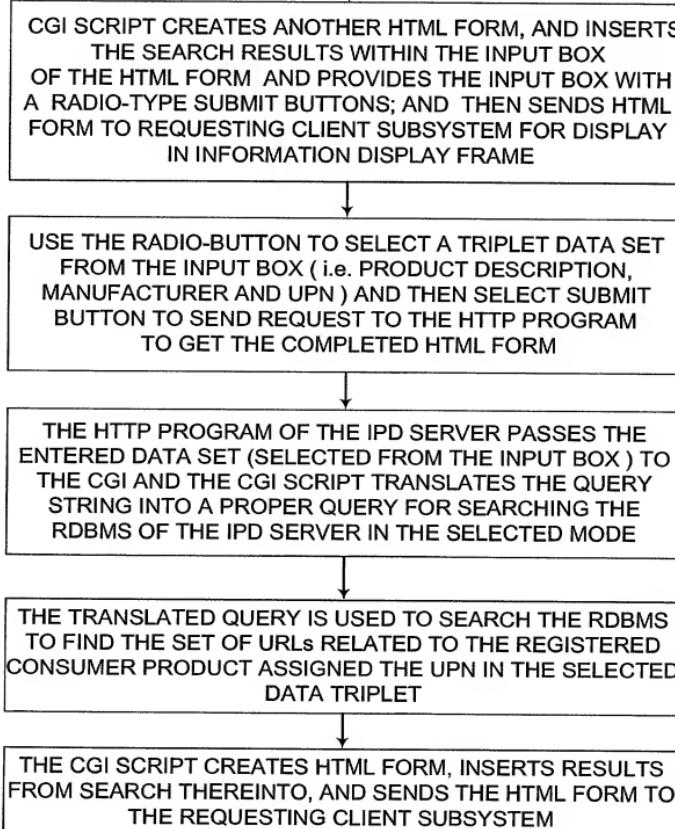


FIG. 6D2

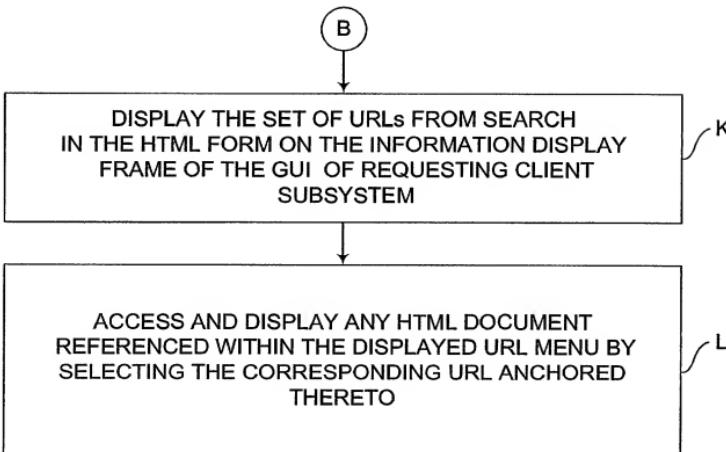


FIG. 6D3

209030-00000000000000000000000000000000



209080-0263500T

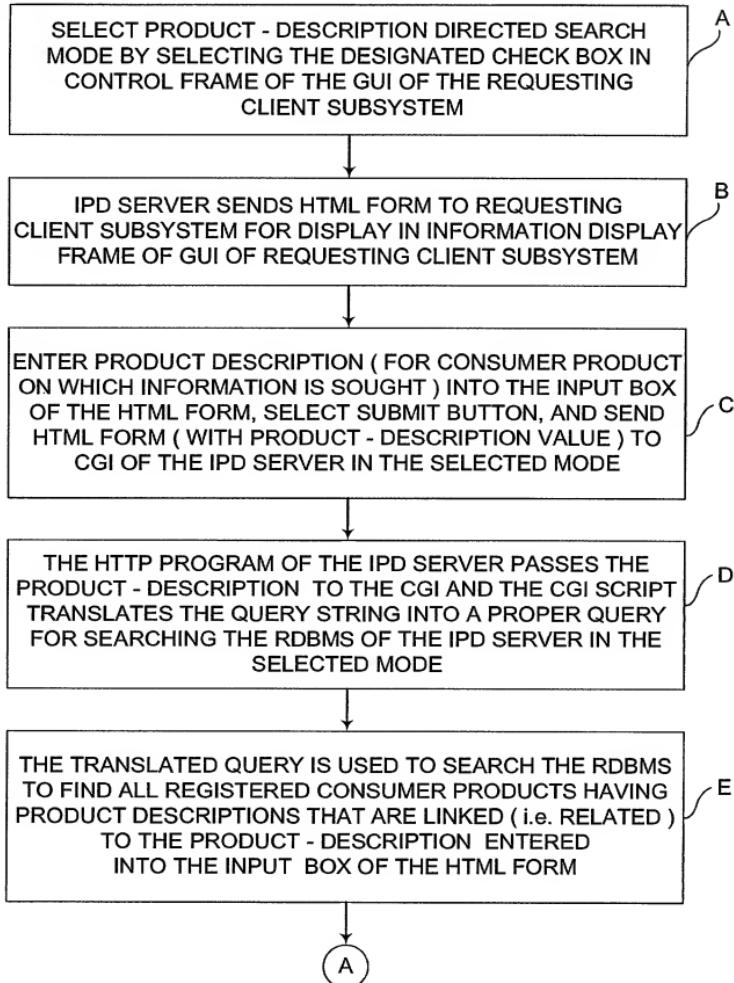


FIG. 6E1



10003030-0768550

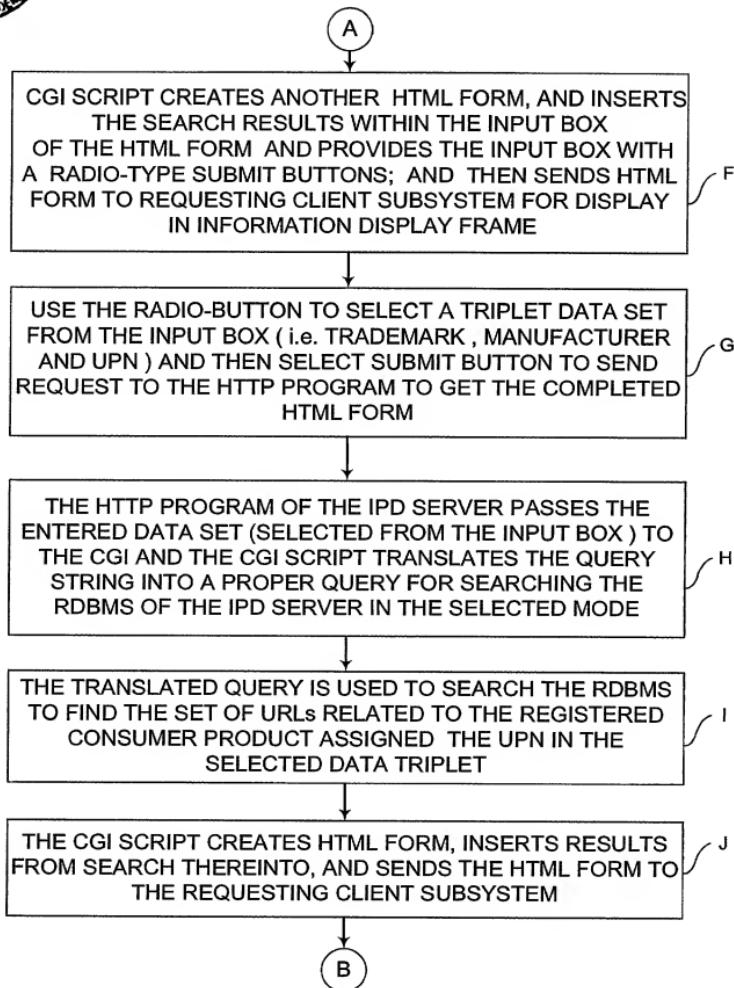


FIG. 6E2

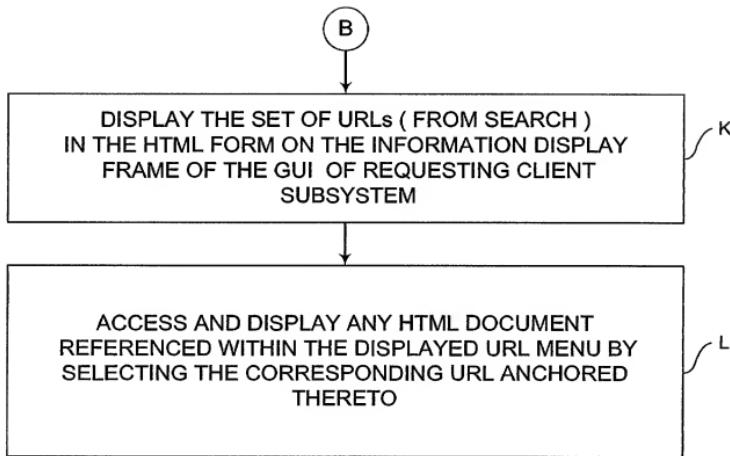
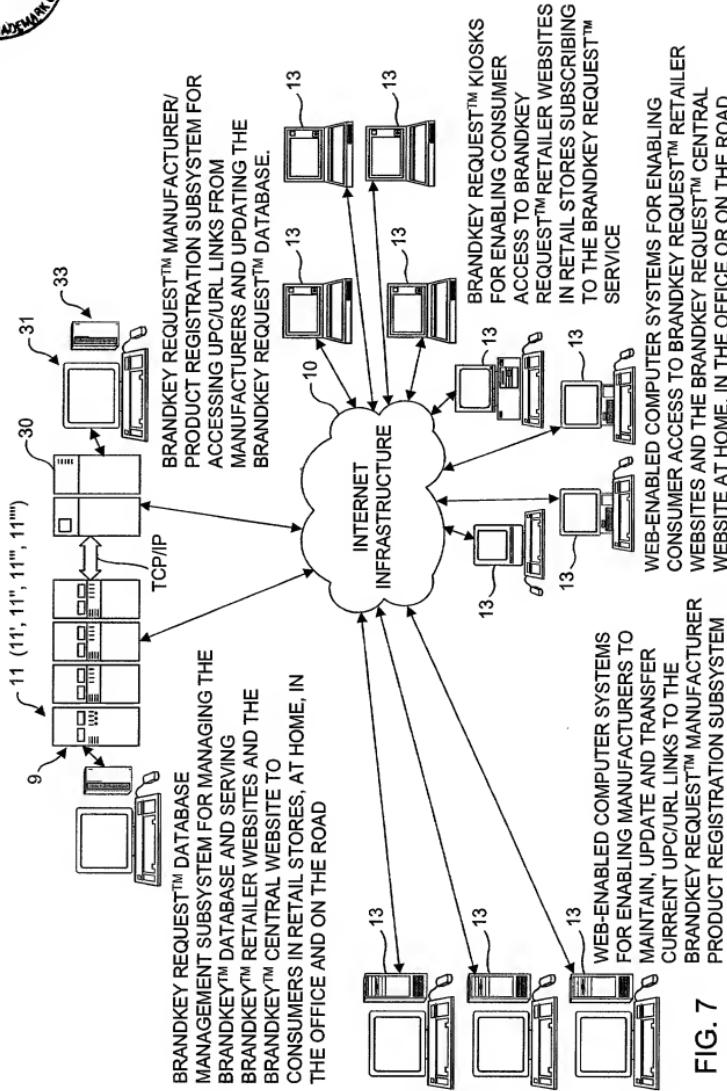


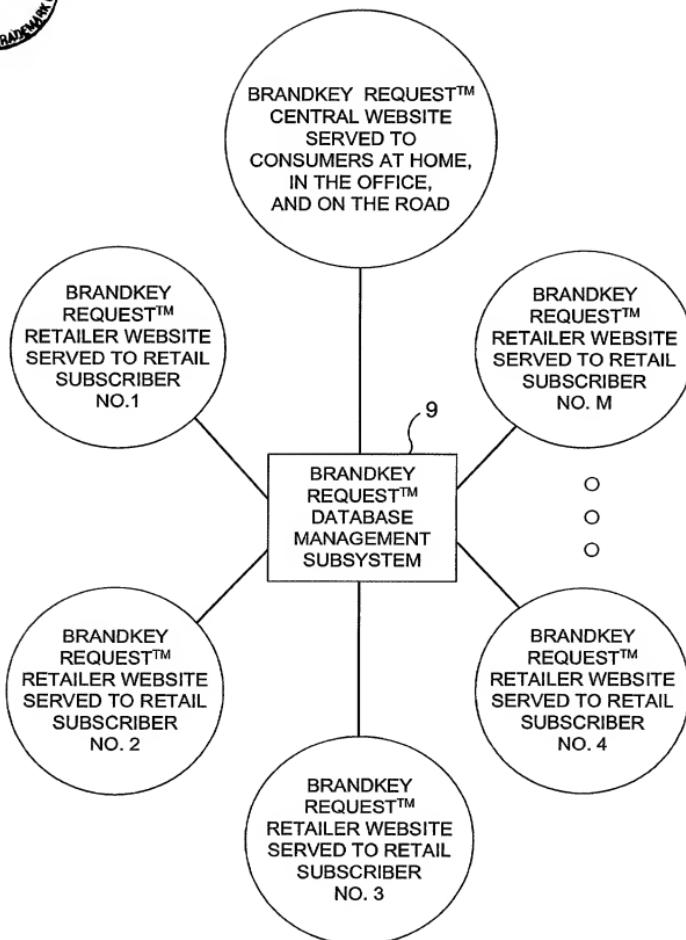
FIG. 6E3

20058970 - 020102



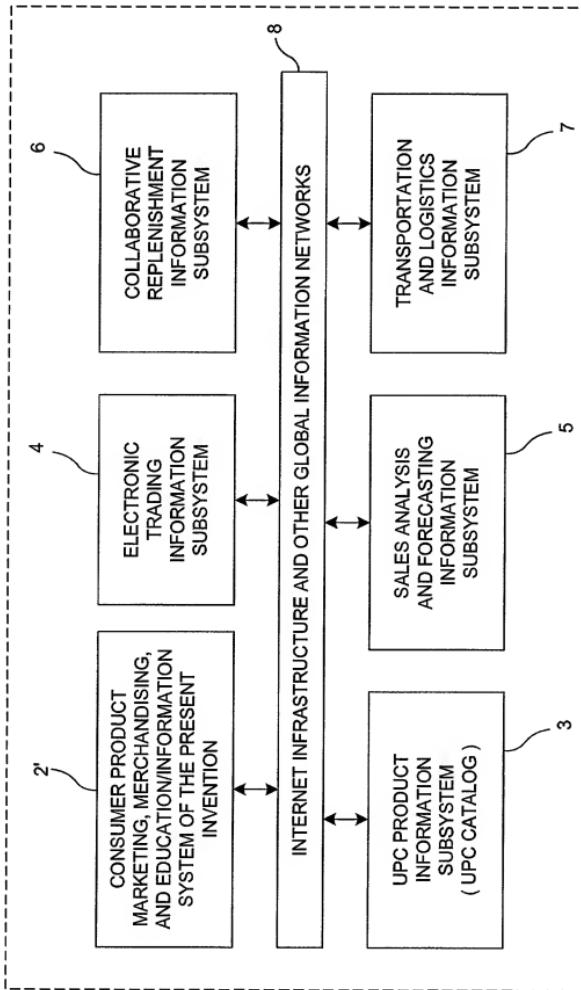


203080-0268500



F I G. 8

209030 * 02685007



1' ↗ SECOND ILLUSTRATIVE EMBODIMENT

FIG. 9

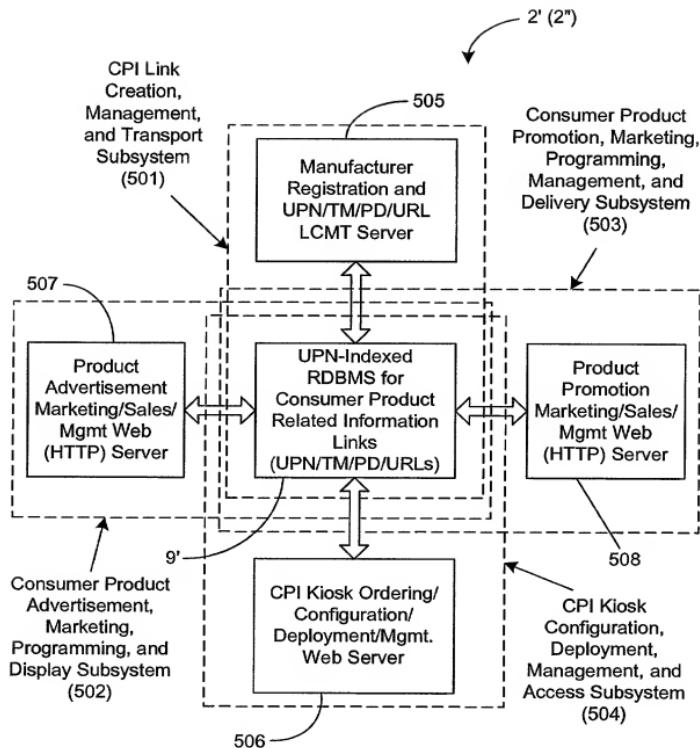


FIG. 9A



2029030° D 2685007

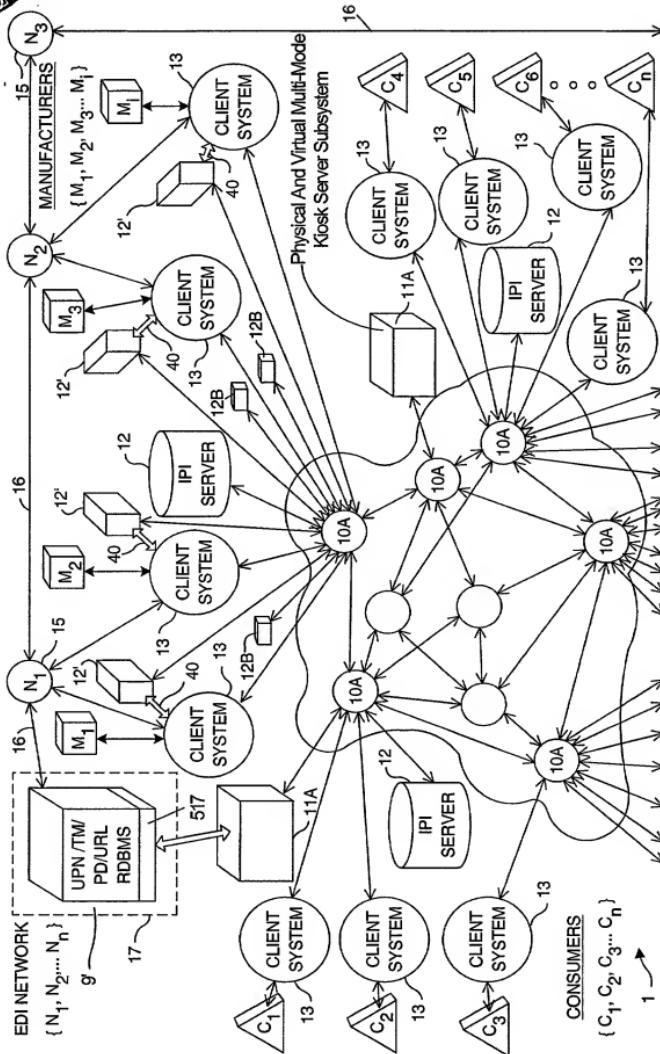


FIG. 10A1



2029030 - D2685000

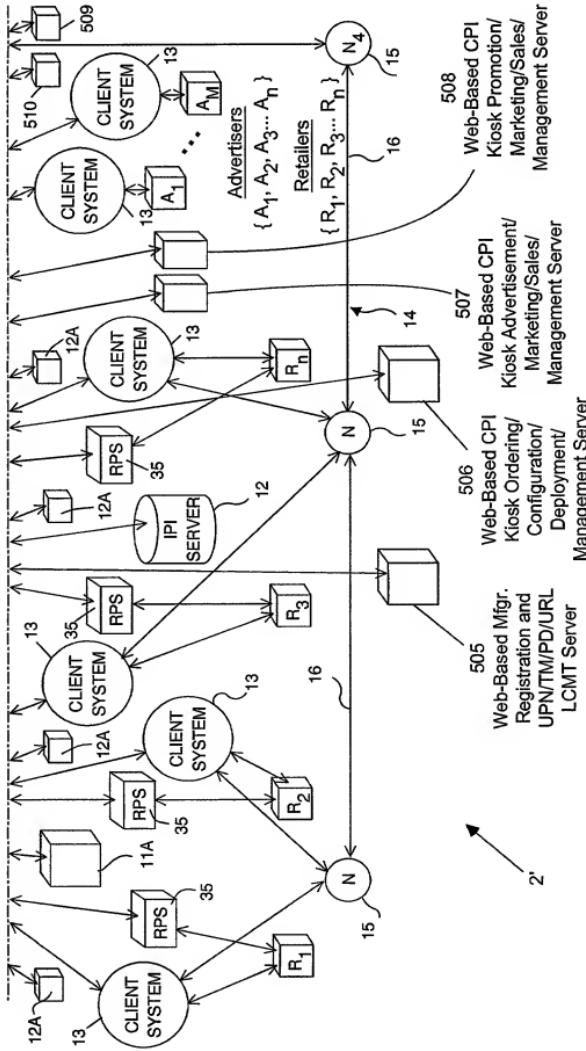
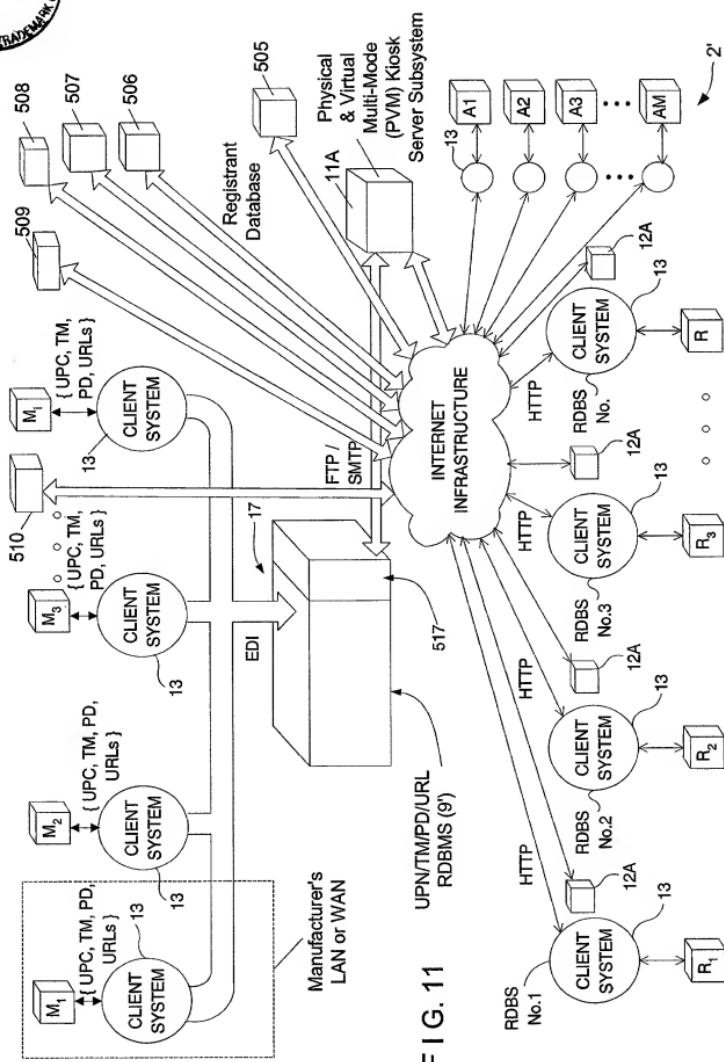


FIG. 10A2

20090200 * D 685007





1895-96 B.C. DEBATE

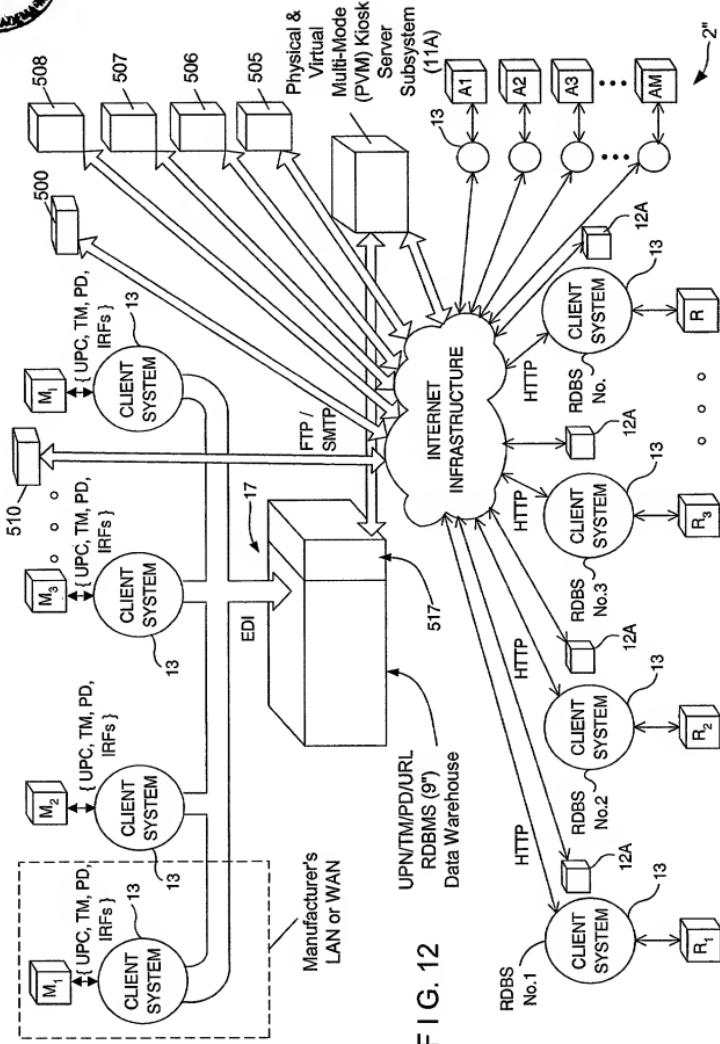


FIG. 12

2090800-D48330UT

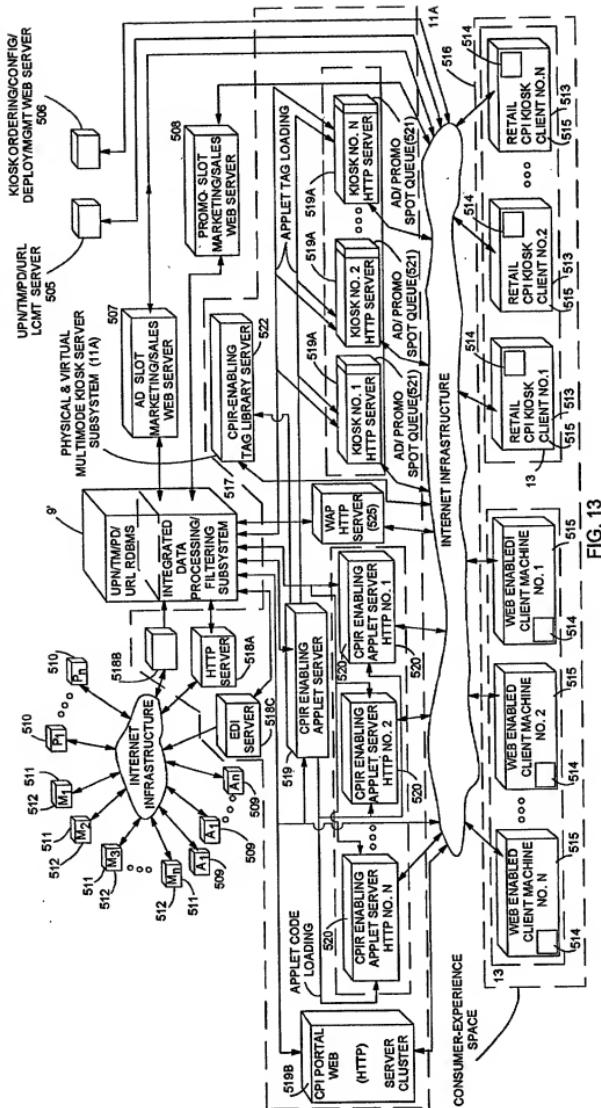


FIG. 13



20030010268007

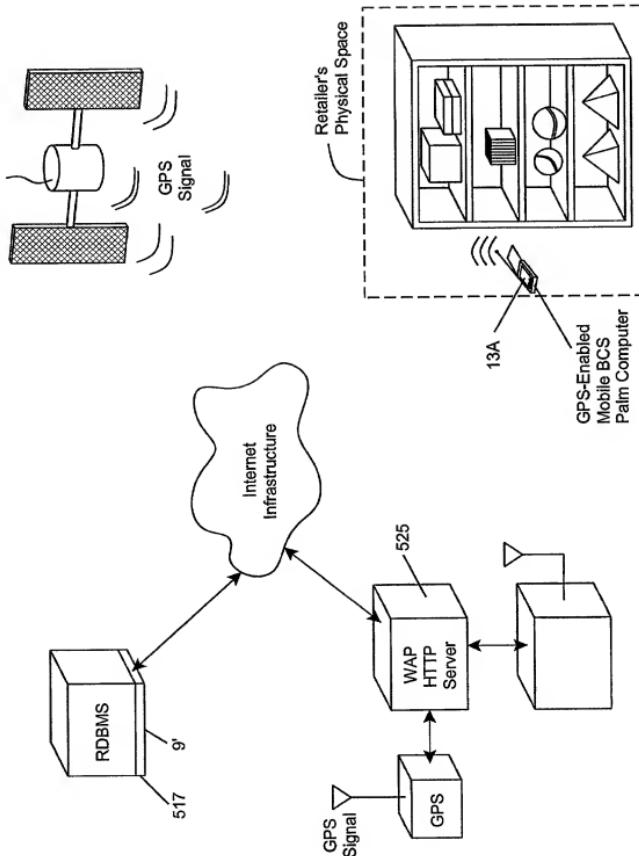


FIG. 14



10053897-D - 00302

| | | |
|---------------------------------|----------|-----------------------|
| Company Name | Alpha 20 | Enterable; Modifiable |
| Street Address | Alpha 20 | Enterable; Modifiable |
| City | Alpha 20 | Enterable; Modifiable |
| State | Alpha 20 | Enterable; Modifiable |
| Postal Code | Alpha 20 | Enterable; Modifiable |
| Country | Alpha 20 | Enterable; Modifiable |
| MIN Assigned by UCC/EAN | Alpha 20 | Enterable; Modifiable |
| URL of Mfgr. WWW Site | Alpha 20 | Enterable; Modifiable |
| Phone Number | Alpha 20 | Enterable; Modifiable |
| E-Mail Address | Alpha 20 | Enterable; Modifiable |
| Fax Number | Alpha 20 | Enterable; Modifiable |
| Standard Industry Codes (SIC) | Alpha 20 | Enterable; Modifiable |
| Marketing Executive Identity | Alpha 20 | Enterable; Modifiable |
| Marketing Executive Phone No. | Alpha 20 | Enterable; Modifiable |
| Marketing Executive E-Mail | Alpha 20 | Enterable; Modifiable |
| UPN/URL Management SW Installed | Alpha 20 | Enterable; Modifiable |
| UPC Management SW for EDI B2B | Alpha 20 | Enterable; Modifiable |
| UPC Service Bureau Employed | Alpha 20 | Enterable; Modifiable |
| UPC Service Bureau Contact | Alpha 20 | Enterable; Modifiable |
| UPC Service Bureau Phone Number | Alpha 20 | Enterable; Modifiable |
| UPC Service Bureau E-Mail | Alpha 20 | Enterable; Modifiable |
| EDI Vender Employed | Alpha 20 | Enterable; Modifiable |
| EDI Vender Contact Person | Alpha 20 | Enterable; Modifiable |
| EDI Vender Phone Number | Alpha 20 | Enterable; Modifiable |
| EDI Vender E-Mail Address | Alpha 20 | Enterable; Modifiable |
| EDI Service Bureau Employed | Alpha 20 | Enterable; Modifiable |
| EDI Service Bureau Contact | Alpha 20 | Enterable; Modifiable |
| EDI Service Bureau Phone Number | Alpha 20 | Enterable; Modifiable |
| EDI Service Bureau E-Mail | Alpha 20 | Enterable; Modifiable |
| Number of UPC/URL SW Licenses | Alpha 20 | Enterable; Modifiable |
| UPN/URL Mngt. SW License Total | Alpha 20 | Enterable; Modifiable |
| Total Number of UPC Numbers | Alpha 20 | Enterable; Modifiable |
| Date of UPC Number Accounting | Alpha 20 | Enterable; Modifiable |
| Annual UPC/URL Mngt. SW Fee Due | Alpha 20 | Enterable; Modifiable |
| Date of UPC/URL SW Fee Payment | Alpha 20 | Enterable; Modifiable |
| UPC/URL SW Fee Agent | Alpha 20 | Enterable; Modifiable |
| UPC/URL SW Fee Agent Phone | Alpha 20 | Enterable; Modifiable |
| UPC/URL SW Fee Agent E-Mail | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15A



| Structure: UPN/URL Management SW License | | |
|--|----------|-----------------------|
| MIN Assigned by UCC/EAN | Alpha 20 | Enterable; Modifiable |
| Version of UPN/URL Mgmt. SW | Alpha 20 | Enterable; Modifiable |
| Number of Licenses Granted | Alpha 20 | Enterable; Modifiable |
| UPN/URL Mgmt. SW License Keys | Alpha 20 | Enterable; Modifiable |
| UPN/URL Mgmt. SW Acct. Number | Alpha 20 | Enterable; Modifiable |
| UPN/URL Mgmt. SW Acct. Rep | Alpha 20 | Enterable; Modifiable |
| UPN/URL Mgmt. SW Download Date | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15B

| | | |
|---------------------------------|----------|-----------------------|
| MIN Assigned by UCC/EAN | Alpha 20 | Enterable; Modifiable |
| Assigned UPN (UPC or UPC/EAN) | Alpha 20 | Enterable; Modifiable |
| UPN Symbology Type | Alpha 20 | Enterable; Modifiable |
| Primary Trademark/Brand | Alpha 20 | Enterable; Modifiable |
| Secondary Trademark/Brand | Alpha 20 | Enterable; Modifiable |
| Product Description | Alpha 20 | Enterable; Modifiable |
| Cash Register Short Description | Alpha 20 | Enterable; Modifiable |
| Cash Register Description | Alpha 20 | Enterable; Modifiable |
| Model Number | Alpha 20 | Enterable; Modifiable |
| Package Type | Alpha 20 | Enterable; Modifiable |
| Labeling Language | Alpha 20 | Enterable; Modifiable |
| URL Marking on Package | Alpha 20 | Enterable; Modifiable |
| Service Phone Number on Package | Alpha 20 | Enterable; Modifiable |
| Brand Manager Identity | Alpha 20 | Enterable; Modifiable |
| Brand Manager Phone Number | Alpha 20 | Enterable; Modifiable |
| Brand Manager E-Mail Address | Alpha 20 | Enterable; Modifiable |
| Product Manager Identity | Alpha 20 | Enterable; Modifiable |
| Product Manager Phone Number | Alpha 20 | Enterable; Modifiable |
| Product Manager E-Mail Address | Alpha 20 | Enterable; Modifiable |
| Trademark Notice on Package | Alpha 20 | Enterable; Modifiable |
| Copyright Notice on Package | Alpha 20 | Enterable; Modifiable |
| Patent Notice on Package | Alpha 20 | Enterable; Modifiable |
| URL for Primary TM Image | Alpha 20 | Enterable; Modifiable |
| URL for Secondary Image | Alpha 20 | Enterable; Modifiable |
| Effective Change Date | Alpha 20 | Enterable; Modifiable |
| System Last Updated | Alpha 20 | Enterable; Modifiable |
| Release Date | Alpha 20 | Enterable; Modifiable |
| Public Release Date | Alpha 20 | Enterable; Modifiable |
| End Availability Date | Alpha 20 | Enterable; Modifiable |

FIG. 15C

2005080 - D 76335001



100589776902

| | | |
|-----------------------------------|----------|-----------------------|
| Assigned UPN | Alpha 20 | Enterable; Modifiable |
| URL for Product Description | Alpha 20 | Enterable; Modifiable |
| URL for Product Instructions | Alpha 20 | Enterable; Modifiable |
| URL for Product Oper. Manual | Alpha 20 | Enterable; Modifiable |
| URL for Orig. Warranty Service | Alpha 20 | Enterable; Modifiable |
| URL for Extended Warranty Service | Alpha 20 | Enterable; Modifiable |
| URL for 1st Ad on WWW | Alpha 20 | Enterable; Modifiable |
| URL for 2nd Ad on WWW | Alpha 20 | Enterable; Modifiable |
| URL for 3rd Ad on WWW | Alpha 20 | Enterable; Modifiable |
| URL for 4th Ad on WWW | Alpha 20 | Enterable; Modifiable |
| URL for 5th Ad on WWW | Alpha 20 | Enterable; Modifiable |
| URL for 1st Product Review | Alpha 20 | Enterable; Modifiable |
| URL for 2nd Product Review | Alpha 20 | Enterable; Modifiable |
| URL for 3rd Product Review | Alpha 20 | Enterable; Modifiable |
| URL for 4th Product Review | Alpha 20 | Enterable; Modifiable |
| URL for 5th Product Review | Alpha 20 | Enterable; Modifiable |
| URL for 1st Product Endorsement | Alpha 20 | Enterable; Modifiable |
| URL for 2nd Product Endorsement | Alpha 20 | Enterable; Modifiable |
| URL for 3rd Product Endorsement | Alpha 20 | Enterable; Modifiable |
| URL for 4th Product Endorsement | Alpha 20 | Enterable; Modifiable |
| URL for 5th Product Endorsement | Alpha 20 | Enterable; Modifiable |
| URL for Mfgr. Service Request | Alpha 20 | Enterable; Modifiable |
| URL for Product Returns to Mfgr. | Alpha 20 | Enterable; Modifiable |
| URL for Product News | Alpha 20 | Enterable; Modifiable |
| URL for Company News | Alpha 20 | Enterable; Modifiable |
| URL for FAQs about Product | Alpha 20 | Enterable; Modifiable |
| URL for Customer Service Line 1 | Alpha 20 | Enterable; Modifiable |
| URL for Customer Service Line 2 | Alpha 20 | Enterable; Modifiable |
| URL for Mfgr. Promotion # 1 | Alpha 20 | Enterable; Modifiable |
| URL for Mfgr. Promotion # 2 | Alpha 20 | Enterable; Modifiable |
| URL for Mfgr. Promotion # 3 | Alpha 20 | Enterable; Modifiable |
| URL for Retailer Promotion # 1 | Alpha 20 | Enterable; Modifiable |
| URL for Retailer Promotion # 2 | Alpha 20 | Enterable; Modifiable |
| URL for Retailer Promotion # 3 | Alpha 20 | Enterable; Modifiable |
| URL for Retailer Promotion # 4 | Alpha 20 | Enterable; Modifiable |
| URL for Retailer Promotion # 5 | Alpha 20 | Enterable; Modifiable |
| URL for Retailer Promotion # 6 | Alpha 20 | Enterable; Modifiable |
| URL for Retailer Promotion # 7 | Alpha 20 | Enterable; Modifiable |
| URL for Retailer Promotion # 8 | Alpha 20 | Enterable; Modifiable |
| URL for Retailer Promotion # 9 | Alpha 20 | Enterable; Modifiable |
| URL for Retailer Promotion # 10 | Alpha 20 | Enterable; Modifiable |

FIG. 15D1



20068977-080952

| | | |
|------------------------------------|----------|-----------------------|
| URL for Direct Mfgr. Purchase | Alpha 20 | Enterable; Modifiable |
| URL for Dealer Location in USA | Alpha 20 | Enterable; Modifiable |
| URL for Product Wholesaler # 1 | Alpha 20 | Enterable; Modifiable |
| URL for Product Wholesaler # 2 | Alpha 20 | Enterable; Modifiable |
| URL for Product Wholesaler # 3 | Alpha 20 | Enterable; Modifiable |
| URL for Product Wholesaler # 4 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 1 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 2 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 3 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 4 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 5 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 6 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 7 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 8 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 9 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 10 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 11 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 12 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 13 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 14 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 15 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 16 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 17 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 18 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 19 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer # 20 | Alpha 20 | Enterable; Modifiable |
| URL for Complimentary Product 1 | Alpha 20 | Enterable; Modifiable |
| URL for Complimentary Product 2 | Alpha 20 | Enterable; Modifiable |
| URL for Complimentary Product 3 | Alpha 20 | Enterable; Modifiable |
| URL for Complimentary Product 4 | Alpha 20 | Enterable; Modifiable |
| URL for Complimentary Product 5 | Alpha 20 | Enterable; Modifiable |
| URL for Special Product Notices | Alpha 20 | Enterable; Modifiable |
| URL for Product Uses | Alpha 20 | Enterable; Modifiable |
| URL for Product Recreations | Alpha 20 | Enterable; Modifiable |
| URL for Mfgr. Affiliate # 1 | Alpha 20 | Enterable; Modifiable |
| URL for Mfgr. Affiliate # 2 | Alpha 20 | Enterable; Modifiable |
| URL for Mfgr. Affiliate # 3 | Alpha 20 | Enterable; Modifiable |
| URL for Mfgr. Affiliate # 4 | Alpha 20 | Enterable; Modifiable |
| URL for Mfgr. Affiliate # 5 | Alpha 20 | Enterable; Modifiable |
| URL for Product Updates | Alpha 20 | Enterable; Modifiable |
| URL for Software Downloads | Alpha 20 | Enterable; Modifiable |
| URL for Mfgr.-Sponsored Auctions | Alpha 20 | Enterable; Modifiable |
| URL for Rtlr.-Sponsored Auctions | Alpha 20 | Enterable; Modifiable |
| URL for Mfgr. Suggested Rtl. Price | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15D2



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| Structure: Retailer | | | |
|-------------------------------|----------|------------|------------|
| Company Name | Alpha 20 | Enterable; | Modifiable |
| Street Address | Alpha 20 | Enterable; | Modifiable |
| City | Alpha 20 | Enterable; | Modifiable |
| State | Alpha 20 | Enterable; | Modifiable |
| Postal Code | Alpha 20 | Enterable; | Modifiable |
| Country | Alpha 20 | Enterable; | Modifiable |
| Retailer ID No. | Alpha 20 | Enterable; | Modifiable |
| Contact Person | Alpha 20 | Enterable; | Modifiable |
| Phone Number | Alpha 20 | Enterable; | Modifiable |
| E-Mail Address | Alpha 20 | Enterable; | Modifiable |
| Fax Number | Alpha 20 | Enterable; | Modifiable |
| URL of Retailer WWW Site | Alpha 20 | Enterable; | Modifiable |
| Purchasing Director Identity | Alpha 20 | Enterable; | Modifiable |
| Purchasing Director Phone | Alpha 20 | Enterable; | Modifiable |
| Purchasing Director E-Mail | Alpha 20 | Enterable; | Modifiable |
| UPC Catalog Provider | Alpha 20 | Enterable; | Modifiable |
| UPC Catalog Provider Contact | Alpha 20 | Enterable; | Modifiable |
| UPC Catalog Provider Phone | Alpha 20 | Enterable; | Modifiable |
| UPC Catalog Provider E-Mail | Alpha 20 | Enterable; | Modifiable |
| EDI B2B Enabler | Alpha 20 | Enterable; | Modifiable |
| EDI B2B Enabler Contact | Alpha 20 | Enterable; | Modifiable |
| EDI B2B Contact Phone | Alpha 20 | Enterable; | Modifiable |
| EDI B2B Contact E-Mail | Alpha 20 | Enterable; | Modifiable |
| EDI Vendor | Alpha 20 | Enterable; | Modifiable |
| EDI Vendor Contact Identity | Alpha 20 | Enterable; | Modifiable |
| EDI Vendor Contact Phone | Alpha 20 | Enterable; | Modifiable |
| EDI Vendor Contact E-mail | Alpha 20 | Enterable; | Modifiable |
| Marketing Manager | Alpha 20 | Enterable; | Modifiable |
| Total Number of Retail Stores | Alpha 20 | Enterable; | Modifiable |
| Date of Record Update | Alpha 20 | Enterable; | Modifiable |

FIG. 15E

| Structure: Retailer/Mfgr. P-Store Relation | | | |
|--|----------|------------|------------|
| Retail P-Store ID No. | Alpha 20 | Enterable; | Modifiable |
| Manufacturer # 1 ID No. | Alpha 20 | Enterable; | Modifiable |
| Manufacturer # 2 ID No. | Alpha 20 | Enterable; | Modifiable |
| Manufacturer # 3 ID No. | Alpha 20 | Enterable; | Modifiable |
| Manufacturer # 4 ID No. | Alpha 20 | Enterable; | Modifiable |
| Manufacturer # 5 ID No. | Alpha 20 | Enterable; | Modifiable |
| Manufacturer # 6 ID No. | Alpha 20 | Enterable; | Modifiable |
| Manufacturer # 7 ID No. | Alpha 20 | Enterable; | Modifiable |
| Manufacturer # 8 ID No. | Alpha 20 | Enterable; | Modifiable |
| Manufacturer # 9 ID No. | Alpha 20 | Enterable; | Modifiable |
| Manufacturer # 10 ID No. | Alpha 20 | Enterable; | Modifiable |
| Total # Mfgr. Relationships | Alpha 20 | Enterable; | Modifiable |
| Date of Record Update | Alpha 20 | Enterable; | Modifiable |

FIG. 15F



40058970 - 00000000

| Structure: Mfgr./Retailer Relationships | | |
|---|----------|-----------------------|
| MIN Assigned By UCC/EAN | Alpha 20 | Enterable; Modifiable |
| Retailer # 1 ID No. | Alpha 20 | Enterable |
| Retailer # 2 ID No. | Alpha 20 | Enterable; Modifiable |
| Retailer # 3 ID No. | Alpha 20 | Enterable; Modifiable |
| Retailer # 4 ID No. | Alpha 20 | Enterable; Modifiable |
| Retailer # 5 ID No. | Alpha 20 | Enterable; Modifiable |
| Retailer # 6 ID No. | Alpha 20 | Enterable; Modifiable |
| Retailer # 7 ID No. | Alpha 20 | Enterable; Modifiable |
| Retailer # 8 ID No. | Alpha 20 | Enterable; Modifiable |
| Retailer # 9 ID No. | Alpha 20 | Enterable; Modifiable |
| Retailer # 10 ID No. | Alpha 20 | Enterable; Modifiable |
| Total # Retailer Relationships | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15G

| Structure: Consumer | | |
|----------------------------------|----------|-----------------------|
| Consumer Name | Alpha 20 | Enterable; Modifiable |
| Consumer ID No. | Alpha 20 | Enterable; Modifiable |
| E-Mail Address | Alpha 20 | Enterable; Modifiable |
| Street Address | Alpha 20 | Enterable; Modifiable |
| City | Alpha 20 | Enterable; Modifiable |
| State | Alpha 20 | Enterable; Modifiable |
| Postal Code | Alpha 20 | Enterable; Modifiable |
| Phone Number | Alpha 20 | Enterable; Modifiable |
| Shopped at Retail Store ID Nos. | Alpha 20 | Enterable; Modifiable |
| Shopped at Retailer Store ID No. | Alpha 20 | Enterable; Modifiable |
| Consumer Index 1 | Alpha 20 | Enterable; Modifiable |
| Consumer Index 2 | Alpha 20 | Enterable; Modifiable |
| Consumer Index 3 | Alpha 20 | Enterable; Modifiable |
| Consumer Index 4 | Alpha 20 | Enterable; Modifiable |
| Consumer Index 5 | Alpha 20 | Enterable; Modifiable |
| Consumer Index 6 | Alpha 20 | Enterable; Modifiable |
| Consumer Index 7 | Alpha 20 | Enterable; Modifiable |
| Consumer Index 8 | Alpha 20 | Enterable; Modifiable |
| Consumer Index 9 | Alpha 20 | Enterable; Modifiable |
| Credit Card Nos. | Alpha 20 | Enterable; Modifiable |

FIG. 15H



10058970 - DEDEGE

| Structure: Advertiser | | |
|--------------------------------|----------|--------------------------------|
| Advertiser Name | Alpha 20 | Enterable; Modifiable |
| Street Address | Alpha 20 | Enterable; Modifiable |
| City | Alpha 20 | Enterable; Modifiable |
| State | Alpha 20 | Enterable; Modifiable |
| Postal Code | Alpha 20 | Enterable; Modifiable |
| Contact Person | Alpha 20 | Enterable; Modifiable |
| Phone Number | Alpha 20 | Enterable; Modifiable |
| E-Mail Address | Alpha 20 | Enterable; Modifiable |
| Fax Number | Alpha 20 | Enterable; Modifiable |
| Advertiser ID No. | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Mfgr. # 1 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Mfgr. # 2 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Mfgr. # 3 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Mfgr. # 4 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Mfgr. # 5 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Mfgr. # 6 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Mfgr. # 7 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Mfgr. # 8 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Mfgr. # 9 | Alpha 20 | Enterable; Modifiable |
| Total # Mfgr. Agency Relations | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Retailer # 1 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Retailer # 2 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Retailer # 3 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Retailer # 4 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Retailer # 5 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Retailer # 6 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Retailer # 7 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Retailer # 8 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Retailer # 9 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Retailer # 10 | Alpha 20 | Enterable; Modifiable |
| Total # Rtr. Agency Relations | Alpha 20 | Enterable; Modifiable |
| URL for Advertiser WWW Sites | Alpha 20 | Enterable; Modifiable |
| Advertiser Network Acct. No. | Alpha 20 | Enterable; Modifiable |
| Advertiser Network Password | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Indexed; Enterable; Modifiable |

FIG. 151



2025 RELEASE UNDER E.O. 14176

| Structure: Promoter | | |
|--------------------------------|----------|-----------------------|
| Promoter Name | Alpha 20 | Enterable; Modifiable |
| Street Address | Alpha 20 | Enterable; Modifiable |
| City | Alpha 20 | Enterable; Modifiable |
| State | Alpha 20 | Enterable; Modifiable |
| Postal Code | Alpha 20 | Enterable; Modifiable |
| Contact Person | Alpha 20 | Enterable; Modifiable |
| Phone Number | Alpha 20 | Enterable; Modifiable |
| E-Mail Address | Alpha 20 | Enterable; Modifiable |
| Fax Number | Alpha 20 | Enterable; Modifiable |
| Promoter ID No. | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Mfgr. # 1 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Mfgr. # 2 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Mfgr. # 3 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Mfgr. # 4 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Mfgr. # 5 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Mfgr. # 6 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Mfgr. # 7 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Mfgr. # 8 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Mfgr. # 9 | Alpha 20 | Enterable; Modifiable |
| Total # Mfgr. Agency Relations | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Rtr. # 1 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Rtr. # 2 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Rtr. # 3 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Rtr. # 4 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Rtr. # 5 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Rtr. # 6 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Rtr. # 7 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Rtr. # 8 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Rtr. # 9 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Rtr. # 10 | Alpha 20 | Enterable; Modifiable |
| Total # Rtr. Agency Relations | Alpha 20 | Enterable; Modifiable |
| URL for Promoter WWW Site | Alpha 20 | Enterable; Modifiable |
| Promoter Network Acct. No. | Alpha 20 | Enterable; Modifiable |
| Promoter Network Password | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15J



2009030 - D468390

| Structure: Physical Kiosk | | |
|---------------------------------|----------|-----------------------|
| Physical Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Retail P-Store ID No. | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk HTTP Server URL | Alpha 20 | Enterable; Modifiable |
| Assigned Static IP Address | Alpha 20 | Enterable; Modifiable |
| P-Kiosk Aisle/Shelf Location | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Access Password | Alpha 20 | Enterable; Modifiable |
| CPI Request Service Status | Alpha 20 | Enterable; Modifiable |
| Ad Display Service Status | Alpha 20 | Enterable; Modifiable |
| Promotion Service Status | Alpha 20 | Enterable; Modifiable |
| Kiosk Activity Index No. 1 | Alpha 20 | Enterable; Modifiable |
| Kiosk Activity Index No. 2 | Alpha 20 | Enterable; Modifiable |
| Kiosk Activity Index No. 3 | Alpha 20 | Enterable; Modifiable |
| Kiosk Activity Index No. 4 | Alpha 20 | Enterable; Modifiable |
| Kiosk Activity Index No. 5 | Alpha 20 | Enterable; Modifiable |
| Status of Retailer's MIN Filter | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Spot on Mon. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Spot on Tues. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Spot on Wed. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Spot on Thurs. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Spot on Fri. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Spot on Sat. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Spot on Sun. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Promo on Mon. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Promo on Tues. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Promo on Wed. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Promo on Thur. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Promo on Fri. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Promo on Sat. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Promo on Sun. | Alpha 20 | Enterable; Modifiable |
| CPIR Request Service GUI Type | Alpha 20 | Enterable; Modifiable |
| Ad Display Service GUI Type | Alpha 20 | Enterable; Modifiable |
| Promo Service GUI Type | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15K



4003058970 - 030302

| Structure: Retailer Physical Store | | |
|------------------------------------|----------|-----------------------|
| Retailer ID No. | Alpha 20 | Enterable; Modifiable |
| Address | Alpha 20 | Enterable; Modifiable |
| City | Alpha 20 | Enterable; Modifiable |
| State | Alpha 20 | Enterable; Modifiable |
| Postal Code | Alpha 20 | Enterable; Modifiable |
| Country | Alpha 20 | Enterable; Modifiable |
| Retail P-Store ID No. | Alpha 20 | Enterable; Modifiable |
| Store Manager Identity | Alpha 20 | Enterable; Modifiable |
| Store Manager Phone | Alpha 20 | Enterable; Modifiable |
| Store Manager E-Mail | Alpha 20 | Enterable; Modifiable |
| Regional Manager Identity | Alpha 20 | Enterable; Modifiable |
| Regional Manager Phone | Alpha 20 | Enterable; Modifiable |
| Regional Manager E-Mail | Alpha 20 | Enterable; Modifiable |
| Number of Store Aisles | Alpha 20 | Enterable; Modifiable |
| Number of Floors | Alpha 20 | Enterable; Modifiable |
| Floor Plan Diagrams | Alpha 20 | Enterable; Modifiable |
| Product Category/Shelf Maps | Alpha 20 | Enterable; Modifiable |
| Available Internet Connectivity | Alpha 20 | Enterable; Modifiable |
| Retailer/Manufacturer Relations | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15L

| Structure: Physical Kiosk HTTP Server | | |
|---------------------------------------|----------|-----------------------|
| Physical Kiosk HTTP Server URL | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk HTTP Server Log | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15M

| Structure: Retailer's Physical Kiosk Cat. | | |
|---|----------|-----------------------|
| Retail P-Store ID No. | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. 1 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. 2 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. 3 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. 4 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. 5 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. 6 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. 7 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. 8 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. 9 | Alpha 20 | Enterable; Modifiable |
| Total # of Physical Kiosks | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15N



| Structure: Physical Kiosk E-Mail | | |
|----------------------------------|----------|-----------------------|
| Physical Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk E-Mail Log | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15O

| Structure: Physical Kiosk User Activity | | |
|---|----------|-----------------------|
| Date(s) of Activity Measurement | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Number of HTML Pages Accessed | Alpha 20 | Enterable; Modifiable |
| Number of UPC Requests at Kiosk | Alpha 20 | Enterable; Modifiable |
| Different HTML Pages Served-Up | Alpha 20 | Enterable; Modifiable |
| Outgoing E-mail Transmissions | Alpha 20 | Enterable; Modifiable |
| System Mode Transitions | Alpha 20 | Enterable; Modifiable |
| E-Commerce Transactions Made | Alpha 20 | Enterable; Modifiable |
| Number of UPC Requests at Kiosk | Alpha 20 | Enterable; Modifiable |
| Date Of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15P

| Structure: Ad Spot Order-Virtual Kiosk | | |
|--|----------|-----------------------|
| UPN of Advertised Product | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Scheduled Date of Ad Spot | Alpha 20 | Enterable; Modifiable |
| Advertiser Placing Order | Alpha 20 | Enterable; Modifiable |
| Date of Ad Spot Order | Alpha 20 | Enterable; Modifiable |
| Advertiser ID No. | Alpha 20 | Enterable; Modifiable |
| Cost of Ad Spot | Alpha 20 | Enterable; Modifiable |
| URL of Advertisement Spot | Alpha 20 | Enterable; Modifiable |
| Time Duration of Ad Spot | Alpha 20 | Enterable; Modifiable |
| Copyright Owner of Advertisement | Alpha 20 | Enterable; Modifiable |
| Ordered Number of Displays/Date | Alpha 20 | Enterable; Modifiable |
| File Format of Advertisement | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. | Alpha 20 | Enterable; Modifiable |
| Actual Number of Displays/Date | Alpha 20 | Enterable; Modifiable |
| Actual Number of Interruptions | Alpha 20 | Enterable; Modifiable |
| Ad Spot Cost | Alpha 20 | Enterable; Modifiable |
| Date of Ad Payment | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15Q

2003080 - D/685007



Structure: Ad Spot Order-Physical Kiosk

| | | |
|----------------------------------|----------|-----------------------|
| UPN of Advertised Product | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Scheduled Date of Ad Spot | Alpha 20 | Enterable; Modifiable |
| Advertiser Placing Order | Alpha 20 | Enterable; Modifiable |
| Date of Ad Campaign | Alpha 20 | Enterable; Modifiable |
| Advertiser ID No. | Alpha 20 | Enterable; Modifiable |
| Cost Ad Spot | Alpha 20 | Enterable; Modifiable |
| URL Of Advertisement Spot | Alpha 20 | Enterable; Modifiable |
| Time Duration of Ad Spot | Alpha 20 | Enterable; Modifiable |
| Copyright Owner Of Advertisement | Alpha 20 | Enterable; Modifiable |
| Ordered Number of Displays/Date | Alpha 20 | Enterable; Modifiable |
| File Format of Advertisement | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Ad Spot ID No. | Alpha 20 | Enterable; Modifiable |
| Actual Number of Displays/Date | Alpha 20 | Enterable; Modifiable |
| Actual Number of Interruptions | Alpha 20 | Enterable; Modifiable |
| Ad Spot Payment | Alpha 20 | Enterable; Modifiable |
| Date of Ad Spot Payment | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15R

Structure: Promo Spot Order-Physical Kiosk

| | | |
|----------------------------------|----------|-----------------------|
| UPN of Promoted Product | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Scheduled Date of Promo Spot | Alpha 20 | Enterable; Modifiable |
| Promoter Placing Order | Alpha 20 | Enterable; Modifiable |
| Date of Promo Spot Order | Alpha 20 | Enterable; Modifiable |
| Promoter ID No. | Alpha 20 | Enterable; Modifiable |
| URL Of Promotional Ad in DF1 | Alpha 20 | Enterable; Modifiable |
| Promotional Message In DF2 | Alpha 20 | Enterable; Modifiable |
| Promotional Message In DF3 | Alpha 20 | Enterable; Modifiable |
| Promotional Message In DF4 | Alpha 20 | Enterable; Modifiable |
| Promotional Message In DF5 | Alpha 20 | Enterable; Modifiable |
| Time Duration of Promotion Spot | Alpha 20 | Enterable; Modifiable |
| Copyright Owner Of Promo Ad | Alpha 20 | Enterable; Modifiable |
| Ordered Number of Displays/Date | Alpha 20 | Enterable; Modifiable |
| File Format of Promotional Ad | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No. | Alpha 20 | Enterable; Modifiable |
| Actual Number of Displays/Date | Alpha 20 | Enterable; Modifiable |
| Actual Number of Interruptions | Alpha 20 | Enterable; Modifiable |
| Cost of Promo Spot | Alpha 20 | Enterable; Modifiable |
| Promo Spot Payment | Alpha 20 | Enterable; Modifiable |
| Date of Promo Spot Payment | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15S

10058970 - 080602



40058970 - 080602

| Structure: Physical Kiosk Ad Campaign | | |
|---------------------------------------|----------|-----------------------|
| Physical Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Date of Ad Campaign | Alpha 20 | Enterable; Modifiable |
| Ad Spot ID No. 1 | Alpha 20 | Enterable; Modifiable |
| Ad Spot ID No. 2 | Alpha 20 | Enterable; Modifiable |
| Ad Spot ID No. 3 | Alpha 20 | Enterable; Modifiable |
| Ad Spot ID No. 4 | Alpha 20 | Enterable; Modifiable |
| Ad Spot ID No. 5 | Alpha 20 | Enterable; Modifiable |
| Ad Spot ID No. 6 | Alpha 20 | Enterable; Modifiable |
| Ad Spot ID No. 7 | Alpha 20 | Enterable; Modifiable |
| Ad Spot ID No. 8 | Alpha 20 | Enterable; Modifiable |
| Ad Spot ID No. 9 | Alpha 20 | Enterable; Modifiable |
| Ad Spot ID No. 10 | Alpha 20 | Enterable; Modifiable |
| Total Ad Spots Ordered On Kiosk | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15T

| Structure: Physical Kiosk Promo Campaign | | |
|--|----------|-----------------------|
| Physical Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Date of Promo Campaign | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No. 1 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No. 2 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No. 3 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No. 4 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No. 5 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No. 6 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No. 7 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No. 8 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No. 9 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No. 10 | Alpha 20 | Enterable; Modifiable |
| Total Ad Spots Ordered | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15U



203080-02635007

| Structure: Virtual Kiosk | | | |
|--|----------|-----------------------|--|
| Virtual Kiosk ID No. | Alpha 20 | Enterable; Modifiable | |
| Retail P-Store or E-Store ID No. | Alpha 20 | Enterable; Modifiable | |
| Type of Virtual Kiosk | Alpha 20 | Enterable; Modifiable | |
| CPIR-Enabling Applet ID No. | Alpha 20 | Enterable; Modifiable | |
| Licensed Internet Domain | Alpha 20 | Enterable; Modifiable | |
| Virtual Kiosk Licensee (i.e. Retailer, Mfgr., et al) | Alpha 20 | Enterable; Modifiable | |
| Virtual Kiosk Enabling Password | Alpha 20 | Enterable; Modifiable | |
| E-Store Web-Page Location | Alpha 20 | Enterable; Modifiable | |
| CPI Request Service Status | Alpha 20 | Enterable; Modifiable | |
| Ad Display Service Status | Alpha 20 | Enterable; Modifiable | |
| Promotion Service Status | Alpha 20 | Enterable; Modifiable | |
| Kiosk Activity Index No. 1 | Alpha 20 | Enterable; Modifiable | |
| Kiosk Activity Index No. 2 | Alpha 20 | Enterable; Modifiable | |
| Kiosk Activity Index No. 3 | Alpha 20 | Enterable; Modifiable | |
| Kiosk Activity Index No. 4 | Alpha 20 | Enterable; Modifiable | |
| Status of Retailer MIN Filter | Alpha 20 | Enterable; Modifiable | |
| Cost of Kiosk Ad Spot on Mon. | Alpha 20 | Enterable; Modifiable | |
| Cost of Kiosk Ad Spot on Tues. | Alpha 20 | Enterable; Modifiable | |
| Cost of Kiosk Ad Spot on Wed. | Alpha 20 | Enterable; Modifiable | |
| Cost of Kiosk Ad Spot on Thurs. | Alpha 20 | Enterable; Modifiable | |
| Cost of Kiosk Ad Spot on Fri. | Alpha 20 | Enterable; Modifiable | |
| Cost of Kiosk Ad Spot on Sat. | Alpha 20 | Enterable; Modifiable | |
| Cost of Kiosk Ad Spot on Sun. | Alpha 20 | Enterable; Modifiable | |
| Cost of Kiosk Promo Spot on Mon. | Alpha 20 | Enterable; Modifiable | |
| Cost of Kiosk Promo Spot on Tue. | Alpha 20 | Enterable; Modifiable | |
| Cost of Kiosk Promo Spot on Wed. | Alpha 20 | Enterable; Modifiable | |
| Cost of Kiosk Promo Spot on Thu. | Alpha 20 | Enterable; Modifiable | |
| Cost of Kiosk Promo Spot on Fri. | Alpha 20 | Enterable; Modifiable | |
| Cost of Kiosk Promo Spot on Sat. | Alpha 20 | Enterable; Modifiable | |
| Cost of Kiosk Promo Spot on Sun. | Alpha 20 | Enterable; Modifiable | |
| URL for Accessing Virtual Kiosk | Alpha 20 | Enterable; Modifiable | |
| Date of Record Update | Alpha 20 | Enterable; Modifiable | |

FIG. 15V

| Structure: CPIR-Enabling Applet | | | |
|---------------------------------|----------|-----------------------|--|
| CPIR-Enabling Applet ID No. | Alpha 20 | Enterable; Modifiable | |
| Type of CPIR-Enabling Applet | Alpha 20 | Enterable; Modifiable | |
| URL of CPIR-Enabling Applet BC | Alpha 20 | Enterable; Modifiable | |
| Virtual Kiosk ID No. | Alpha 20 | Enterable; Modifiable | |
| Virtual Kiosk Server Log | Alpha 20 | Enterable; Modifiable | |
| Date of Record Update | Alpha 20 | Enterable; Modifiable | |

FIG. 15W



| Structure: Retailer E-Store | | |
|---------------------------------|----------|-----------------------|
| Retailer ID No. | Alpha 20 | Enterable; Modifiable |
| Address | Alpha 20 | Enterable; Modifiable |
| City | Alpha 20 | Enterable; Modifiable |
| State | Alpha 20 | Enterable; Modifiable |
| Postal Code | Alpha 20 | Enterable; Modifiable |
| Country | Alpha 20 | Enterable; Modifiable |
| Retail E-Store ID No. | Alpha 20 | Enterable; Modifiable |
| E-Store Manager Identity | Alpha 20 | Enterable; Modifiable |
| E-Store Manager Phone | Alpha 20 | Enterable; Modifiable |
| E-Store Manager E-Mail | Alpha 20 | Enterable; Modifiable |
| E-Store WWW Site Map | Alpha 20 | Enterable; Modifiable |
| Retailer/Manufacturer Relations | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15X

| Structure: Retailer's Virtual Kiosk Cat. | | |
|--|----------|-----------------------|
| Retail P-Store ID No. | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. 1 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. 2 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. 3 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. 4 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. 5 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. 6 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. 7 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. 8 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. 9 | Alpha 20 | Enterable; Modifiable |
| Total # of Virtual Kiosks | Alpha 20 | Enterable; Modifiable |
| Retailer ID No. | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15Y

| Structure: Virtual Kiosk E-Mail | | |
|---------------------------------|----------|-----------------------|
| Virtual Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk E-Mail Log | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15Z

2090807 D 268900T



Structure: Virtual Kiosk User Activity

| | | |
|---------------------------------|----------|-----------------------|
| Date(s) of Activity Measurement | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Number of HTML Pages Accessed | Alpha 20 | Enterable; Modifiable |
| Number of UPC Requests at Kiosk | Alpha 20 | Enterable; Modifiable |
| Number of Trademark Requests | Alpha 20 | Enterable; Modifiable |
| Different HTML Pages Served-Up | Alpha 20 | Enterable; Modifiable |
| Outgoing E-mail Transmissions | Alpha 20 | Enterable; Modifiable |
| System Mode Transitions | Alpha 20 | Enterable; Modifiable |
| E-Commerce Transactions Made | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15AA

Structure: Promo Spot Order- Virtual Kiosk

| | | |
|---------------------------------|----------|-----------------------|
| UPN of Promoted Product | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Scheduled Date of Promo Spot | Alpha 20 | Enterable; Modifiable |
| Promoter Placing Order | Alpha 20 | Enterable; Modifiable |
| Dated Promo Spot Order | Alpha 20 | Enterable; Modifiable |
| Promoter ID No. | Alpha 20 | Enterable; Modifiable |
| URL of Promotional Ad In DF1 | Alpha 20 | Enterable; Modifiable |
| Promotional Message In DF2 | Alpha 20 | Enterable; Modifiable |
| Promotional Message In DF3 | Alpha 20 | Enterable; Modifiable |
| Promotional Message In DF4 | Alpha 20 | Enterable; Modifiable |
| Promotional Message In DF5 | Alpha 20 | Enterable; Modifiable |
| Time Duration of Promotion Spot | Alpha 20 | Enterable; Modifiable |
| Copyright Owner of Promo Ad | Alpha 20 | Enterable; Modifiable |
| Ordered Number of Displays/Date | Alpha 20 | Enterable; Modifiable |
| File Format of Promotional Ad | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Promo Spot ID No. | Alpha 20 | Enterable; Modifiable |
| Actual Number of Displays/Date | Alpha 20 | Enterable; Modifiable |
| Actual Number of Interruptions | Alpha 20 | Enterable; Modifiable |
| Cost Of Promo Spot | Alpha 20 | Enterable; Modifiable |
| Promo Cost Payment | Alpha 20 | Enterable; Modifiable |
| Date of Promo Payment | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15BB

2009080-02635000



| Structure: Virtual Kiosk Promo Campaign | | |
|---|----------|-----------------------|
| Virtual Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Date of Promo Campaign | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Promo Spot ID No. 1 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Promo Spot ID No. 2 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Promo Spot ID No. 3 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Promo Spot ID No. 4 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Promo Spot ID No. 5 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Promo Spot ID No. 6 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Promo Spot ID No. 7 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Promo Spot ID No. 8 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Promo Spot ID No. 9 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Promo Spot ID No. 10 | Alpha 20 | Enterable; Modifiable |
| Total Promo Spot Ordered | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15CC

| Structure: Virtual Kiosk Ad Campaign | | |
|--------------------------------------|----------|-----------------------|
| Virtual Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Date of Ad Campaign | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. 1 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. 2 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. 3 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. 4 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. 5 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. 6 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. 7 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. 8 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. 9 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. 10 | Alpha 20 | Enterable; Modifiable |
| Total Ad Spots Ordered On Kiosk | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15DD

| Structure: Ad Credit- Physical Kiosk | | |
|--------------------------------------|----------|-----------------------|
| Advertiser ID No. | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Ad Spot ID No. | Alpha 20 | Enterable; Modifiable |
| UPN of Advertised Product | Alpha 20 | Enterable; Modifiable |
| URL of Interrupted Ad | Alpha 20 | Enterable; Modifiable |
| Date of Interruption | Alpha 20 | Enterable; Modifiable |
| Time of Interruption | Alpha 20 | Enterable; Modifiable |
| UPN of Interrupting Product | Alpha 20 | Enterable; Modifiable |
| Amount of Ad Credit | Alpha 20 | Enterable; Modifiable |
| Date of Record Creation | Alpha 20 | Enterable; Modifiable |

FIG. 15EE

10005000-070802



| Structure: Ad Credit- Virtual Kiosk | | |
|-------------------------------------|----------|-----------------------|
| Advertiser ID No. | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. | Alpha 20 | Enterable; Modifiable |
| URL of Advertised Product | Alpha 20 | Enterable; Modifiable |
| URL of Interrupted Ad | Alpha 20 | Enterable; Modifiable |
| Date of Interruption | Alpha 20 | Enterable; Modifiable |
| Time of Interruption | Alpha 20 | Enterable; Modifiable |
| UPN of Interrupting Product | Alpha 20 | Enterable; Modifiable |
| Amount of Ad Credit | Alpha 20 | Enterable; Modifiable |
| Date of Record Creation | Alpha 20 | Enterable; Modifiable |

FIG. 15FF

| Structure: Promo Credit- Physical Kiosk | | |
|---|----------|-----------------------|
| Advertiser ID No. | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No. | Alpha 20 | Enterable; Modifiable |
| UPN of Advertised Product | Alpha 20 | Enterable; Modifiable |
| URL of Interrupted Ad | Alpha 20 | Enterable; Modifiable |
| Date of Interruption | Alpha 20 | Enterable; Modifiable |
| Time of Interruption | Alpha 20 | Enterable; Modifiable |
| UPN of Interrupting Product | Alpha 20 | Enterable; Modifiable |
| Amount of Promo Credit | Alpha 20 | Enterable; Modifiable |
| Date of Record Creation | Alpha 20 | Enterable; Modifiable |

FIG. 15GG

| Structure: Promo Credit- Virtual Kiosk | | |
|--|----------|-----------------------|
| Advertiser Identification No. | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No. | Alpha 20 | Enterable; Modifiable |
| UPN of Advertised Product | Alpha 20 | Enterable; Modifiable |
| URL of Interrupted Promo | Alpha 20 | Enterable; Modifiable |
| Date of Interruption | Alpha 20 | Enterable; Modifiable |
| Time of Interruption | Alpha 20 | Enterable; Modifiable |
| UPN of Interrupting Product | Alpha 20 | Enterable; Modifiable |
| Amount of Promo Credit | Alpha 20 | Enterable; Modifiable |
| Date of Record Creation | Alpha 20 | Enterable; Modifiable |

FIG. 15HH

1058670 - 081602



| Structure: Purchase at Physical Store | | |
|---------------------------------------|----------|-----------------------|
| Retailer ID No. | Alpha 20 | Enterable; Modifiable |
| Retail P-Store ID No. | Alpha 20 | Enterable; Modifiable |
| UPN of Product Sold | Alpha 20 | Enterable; Modifiable |
| Date of Product Sale | Alpha 20 | Enterable; Modifiable |
| Time of Product Sale | Alpha 20 | Enterable; Modifiable |
| Price of Sold Product | Alpha 20 | Enterable; Modifiable |
| Customer ID No. | Alpha 20 | Enterable; Modifiable |
| Credit Card No. | Alpha 20 | Enterable; Modifiable |
| Retailer's Discount | Alpha 20 | Enterable; Modifiable |
| Mfgr's Promo Discount | Alpha 20 | Enterable; Modifiable |
| URL of Promo Advertisement | Alpha 20 | Enterable; Modifiable |
| Date of Record Creation | Alpha 20 | Enterable; Modifiable |

FIG. 15II

| Structure: Purchase at E-Store | | |
|--------------------------------|----------|-----------------------|
| Retailer ID No. | Alpha 20 | Enterable; Modifiable |
| Retail E-Store ID No. | Alpha 20 | Enterable; Modifiable |
| UPN of Product Sold | Alpha 20 | Enterable; Modifiable |
| Date of Product Sale | Alpha 20 | Enterable; Modifiable |
| Time of Product Sale | Alpha 20 | Enterable; Modifiable |
| Price of Sold Product | Alpha 20 | Enterable; Modifiable |
| Customer ID No. | Alpha 20 | Enterable; Modifiable |
| Credit Card No. | Alpha 20 | Enterable; Modifiable |
| Retailer's Promo Discount | Alpha 20 | Enterable; Modifiable |
| Mfgr's Promo Discount | Alpha 20 | Enterable; Modifiable |
| URL of Promo Advertisement | Alpha 20 | Enterable; Modifiable |
| Date of Record Creation | Alpha 20 | Enterable; Modifiable |

FIG. 15JJ

| Structure: Retailer/Mfgr. E-Store Relation | | |
|--|----------|-----------------------|
| Retailer E-Store ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer # 1 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer # 2 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer # 3 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer # 4 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer # 5 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer # 6 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer # 7 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer # 8 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer # 9 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer # 10 ID No. | Alpha 20 | Enterable; Modifiable |
| Total # Mfgr. Relationships | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15KK

1000588970 - 080628



| Structure: Mfgr. Aisle/Shelf Rights | | |
|-------------------------------------|----------|-----------------------|
| P-Kiosk Aisle/Shelf Location | Alpha 20 | Enterable; Modifiable |
| MIN of Mfgr. # 1 | Alpha 20 | Enterable; Modifiable |
| MIN of Mfgr. # 2 | Alpha 20 | Enterable; Modifiable |
| MIN of Mfgr. # 3 | Alpha 20 | Enterable; Modifiable |
| MIN of Mfgr. # 4 | Alpha 20 | Enterable; Modifiable |
| MIN of Mfgr. # 5 | Alpha 20 | Enterable; Modifiable |
| MIN of Mfgr. # 6 | Alpha 20 | Enterable; Modifiable |
| MIN of Mfgr. # 7 | Alpha 20 | Enterable; Modifiable |
| MIN of Mfgr. # 8 | Alpha 20 | Enterable; Modifiable |
| MIN of Mfgr. # 9 | Alpha 20 | Enterable; Modifiable |
| MIN of Mfgr. # 10 | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15LL

| Structure: Mfgr. E-Store Web Page Rights | | |
|--|----------|-----------------------|
| E-Store Web Page Location | Alpha 20 | Enterable; Modifiable |
| MIN of Mfgr. # 1 | Alpha 20 | Enterable; Modifiable |
| MIN of Mfgr. # 2 | Alpha 20 | Enterable; Modifiable |
| MIN of Mfgr. # 3 | Alpha 20 | Enterable; Modifiable |
| MIN of Mfgr. # 4 | Alpha 20 | Enterable; Modifiable |
| MIN of Mfgr. # 5 | Alpha 20 | Enterable; Modifiable |
| MIN of Mfgr. # 6 | Alpha 20 | Enterable; Modifiable |
| MIN of Mfgr. # 7 | Alpha 20 | Enterable; Modifiable |
| MIN of Mfgr. # 8 | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

"Mfgr.'s Virtual Aisle/Shelf Rights"

FIG. 15MM



Modes Of Information Service In The CPI Link Creation, Management, And Transport Subsystem (501)

- Registration Of Manufacturer/Creation Of Manufacturer Account
- Log-In By Manufacturer
- Download And Register UPN/TM/PD/URL Link
- Creation/Management/And Transport (LCMT) Software
- Installation And Set-Up UPN/TM/PD/URL LCMT Software Within Manufacturer's Enterprise
- Selection And Customizing UPN/TM/PD/URL LCMT GUI Design
 - Manufacturer Customization Options;
 - Default CPI Categories For Linked URL,
 - Custom CPI Categories For Linked URL
- On-Line Training For UPN/TM/PD/URL LCMT Software
- Update Manufacturer Registration Information
- Certificate Of Manufacturer's Product Advertising Agents
- Certificate Of Manufacturer's Product Promotional Agents

FIG. 16

2009030 - D / 6855001

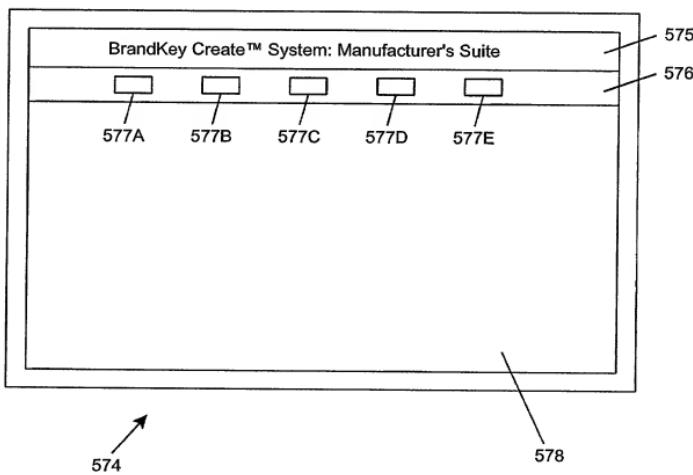


FIG. 16A

10058970 - 080602

209080 "04685000"

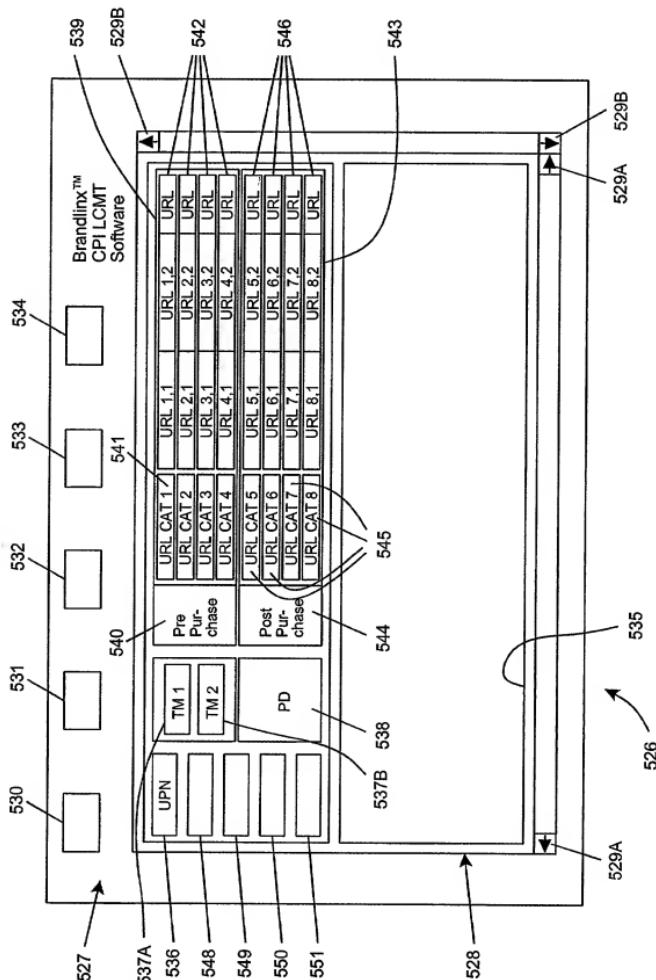


FIG. 17

LOGIQUE DE LA SCIENCE

An oval-shaped stamp with "OIEA" at the top and "PATENT & TRADEMARKS" at the bottom. The date "AUG 6 2002" is stamped in the center.

Distributed Method And System Of UPC/URL Management Over A LAN Or WAN

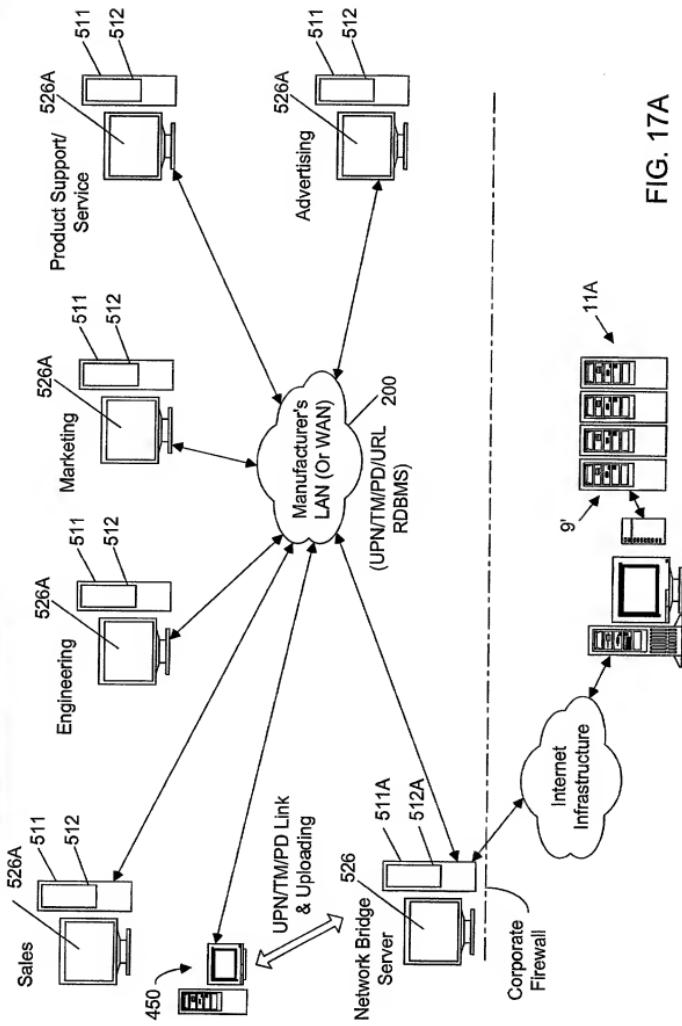


FIG. 17A

2020030102685007



Distributed Method Of URL
Category Management
Within A Manufacturer's Enterprise

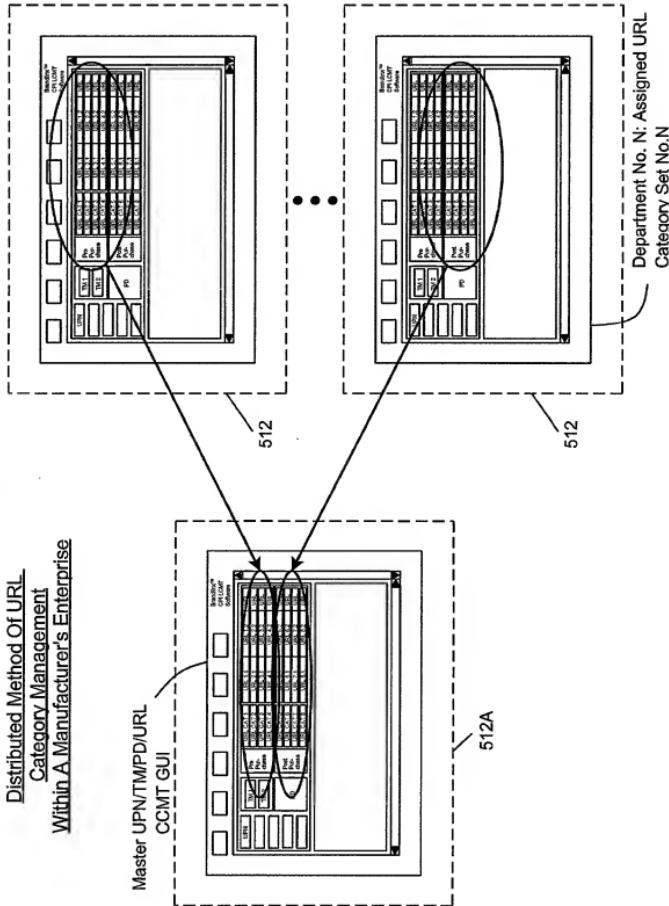


FIG. 17B

2009080 "0463500T

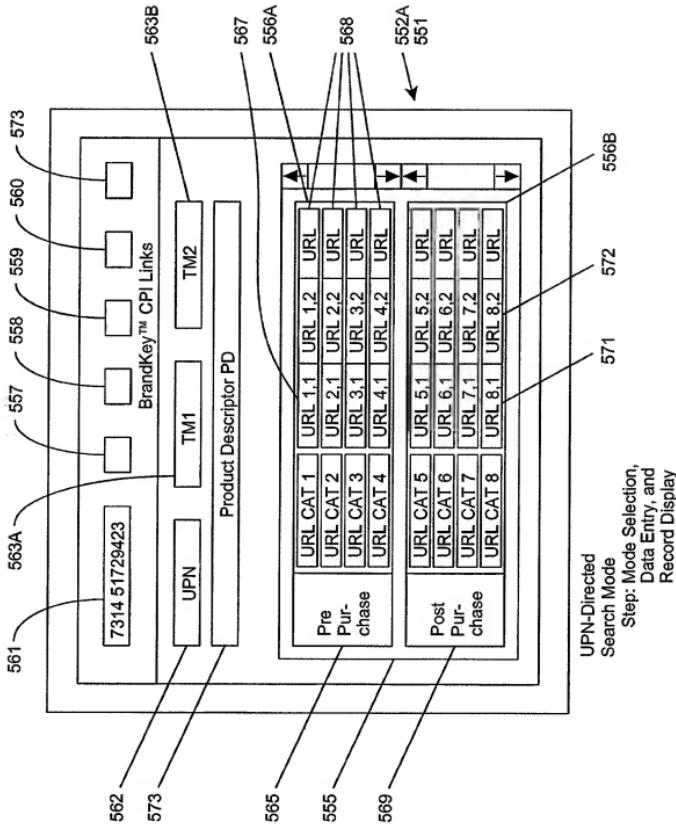
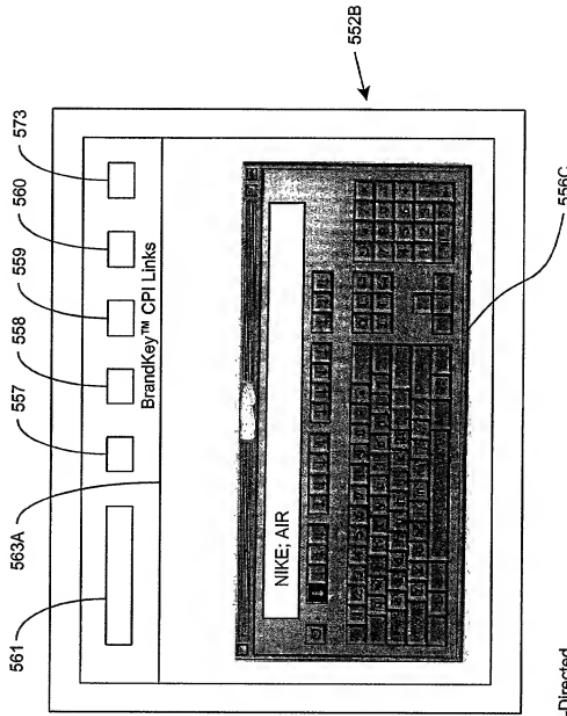


FIG. 18A

209080 = 0268500T



TM-Directed
Search Mode
Step 1: Mode Selection
And Data Entry

FIG. 18B1

20090030-04753550

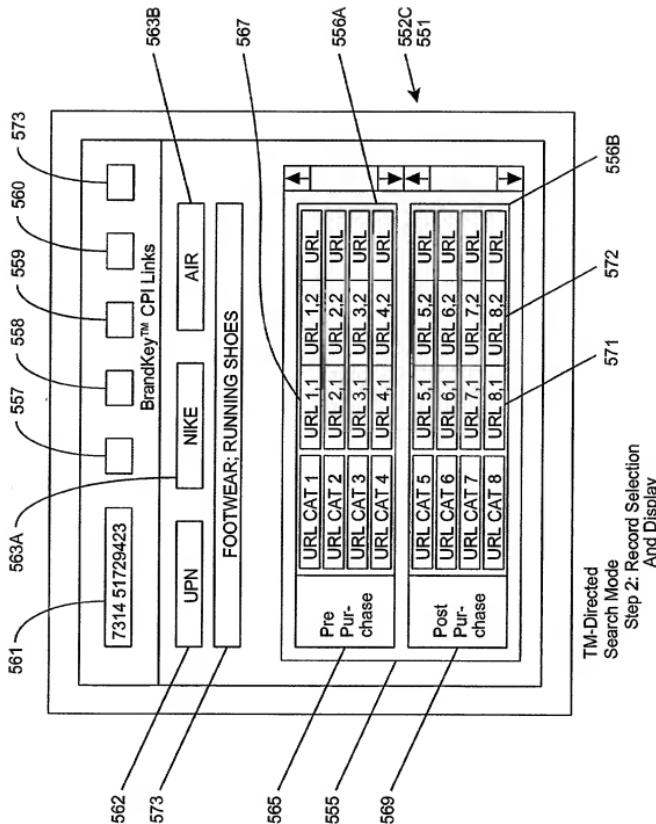
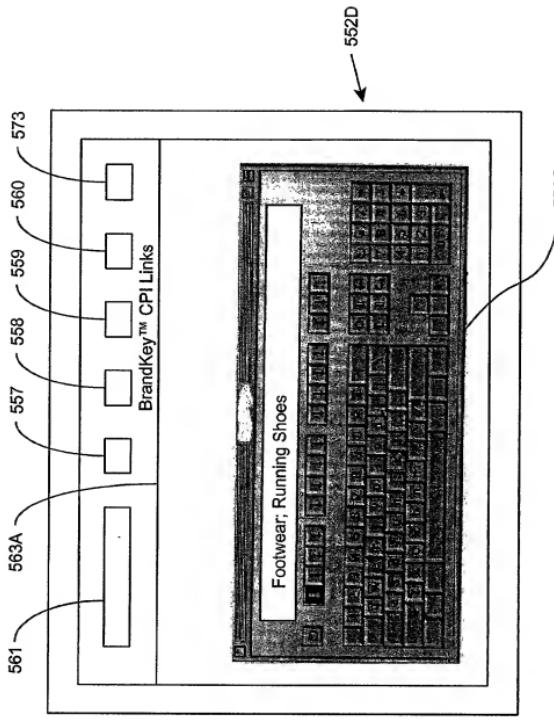


FIG. 18B2

202080 "02685007



PD-Directed
Search Mode
Step 1: Mode Selection
And Data Entry

FIG. 18C1

卷之三

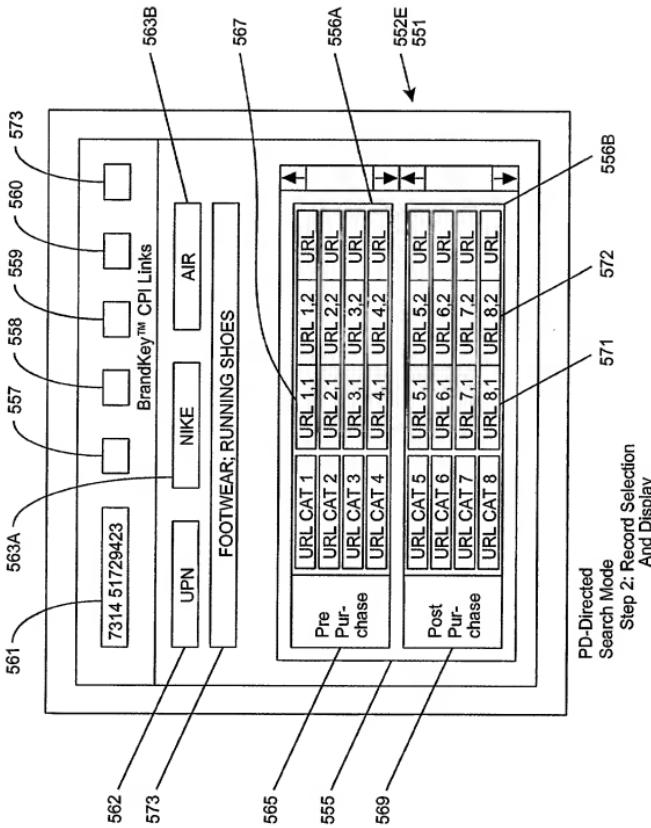


FIG. 18C2



Modes Of Information Service In The CPI Kiosk Configuration, Deployment,
Management And Access Subsystem (504)

Retailers (In Physical And Electronic Streams Of Commerce)

- Registration Of Retailer/Creation Of Retailer Account
- Log-In By Retailer
- Update And Display Kiosk Deployment Directory-
- Select/Order Physical And Virtual Kiosk For Deployment
 - Specify Location Of Kiosk Installation And Deployment
 - Selection Of Information Services Delivered By Deployed CPI Kiosk
 - Selection And Customization Of CPI Design- Kiosk GUI Design
- Registration Of Manufacturer's Physical Aisle/Shelf Rights/Privileges On CPI Kiosks
- Certification Of Retailer's Advertising Agents
- Certification Of Retailer's Product Promotional Agents
- Monitoring Performance Of Registered Retailer Advertising Agents
- Monitoring Performance Of Registered Retailer Promotional Agents

Consumers

- Registration Of Consumer (For Retailer-Issued Courtesy Cards)
- Display Of Kiosk Deployment Directories
 - Virtual CPI Kiosks Deployed In Retailer E-Stores
 - Physical CPI Kiosks Deployed In Retailer P-Stores
 - Virtual CPI Kiosks Deployed On WWW
- Monitor Consumer CPI E-Mail Transmissions From Subsystem

FIG. 19A

20008020 - 0058870



Manufacturer's (In Electronic Streams Of Commerce)

20058970 - USEAGE

- Registration Of Manufacturer/Creation Of Retailer Account
- Log-In By Manufacturer
 - Update And Display Manufacturer's Virtual Kiosk Deployment Directory
- Select/Order Virtual Kiosk For Deployment
 - Specify Domain Of Virtual Kiosk Installation And Deployment
 - Selection Of Information Services Delivered By Deployed Virtual CPI Kiosk
 - Selection And Customization Of-Virtual CPI Kiosk GUI Design
- Registration Of Manufacturer's Aisle/Shelf Rights/Privileges On CPI Kiosks
- Certification Of Manufacturer's Advertising Agents
- Certification Of Manufacturer's Product Promotional Agents
- Monitoring Performance Of Certified/Registered Manufacturer's Advertising Agents
- Monitoring Performance Of Certified/Registered Manufacturer's Promotional Agents

FIG. 19B



100088270-080502

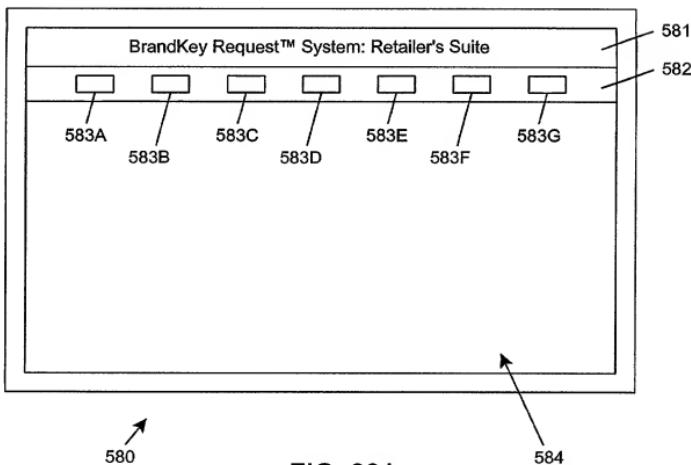


FIG. 20A

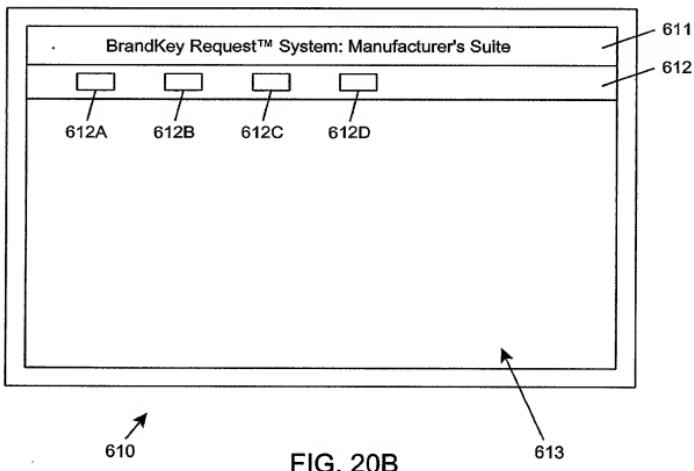


FIG. 20B

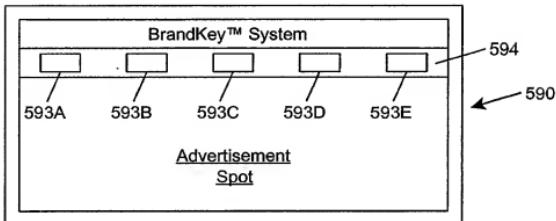


FIG. 21A

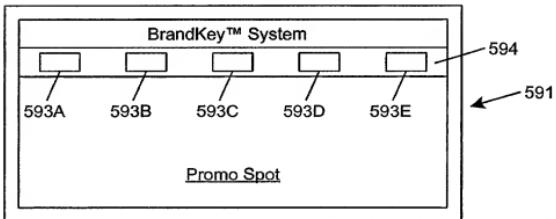


FIG. 21B

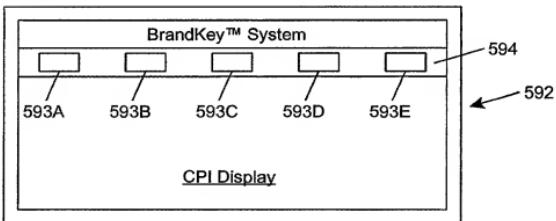


FIG. 21C

2029030 - 02685000

209030 * 02685001

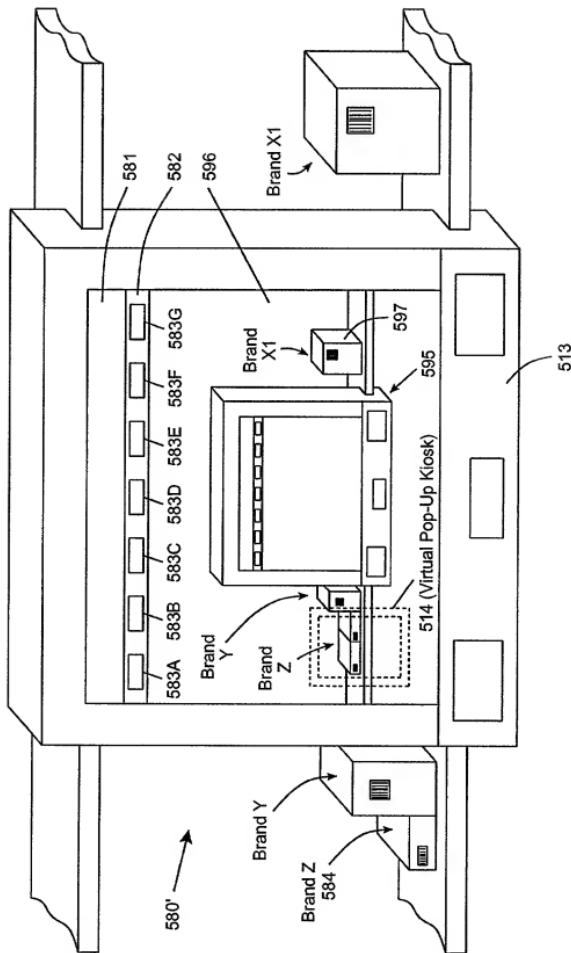


FIG. 22



203080 DZ63500T

"Manufacturer Aisle/Shelf Right/Privilege Registration"

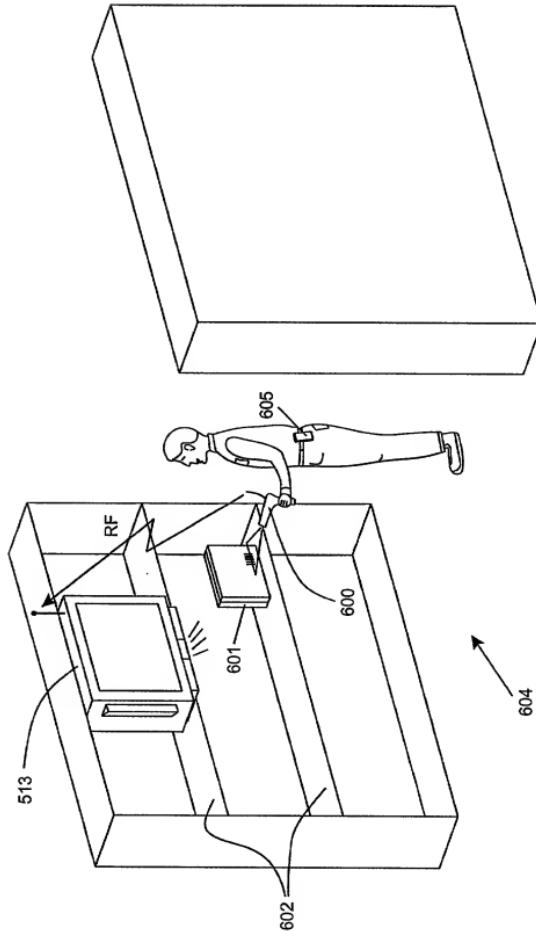


FIG. 23

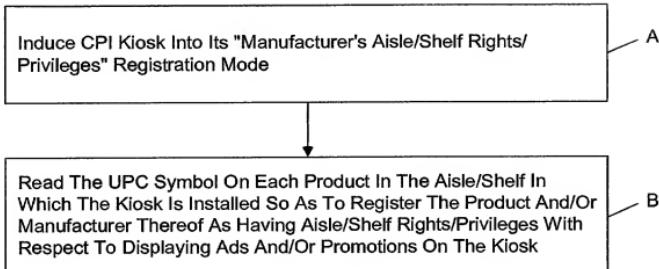


FIG. 24A

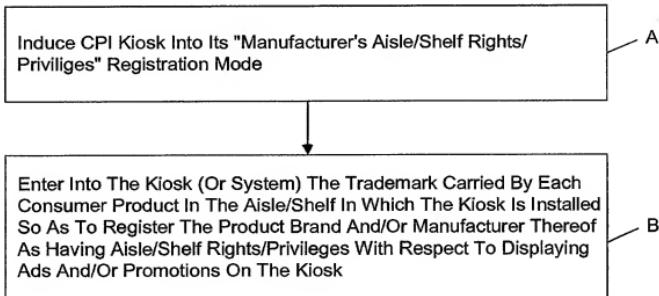


FIG. 24B

202030 - 0268500Y



Data-Processing Method Carried Out On CPI Requests Made By
Consumers From Physical Retailer-Based CPI Kiosks In Accordance
With The Principles Of The Present Invention

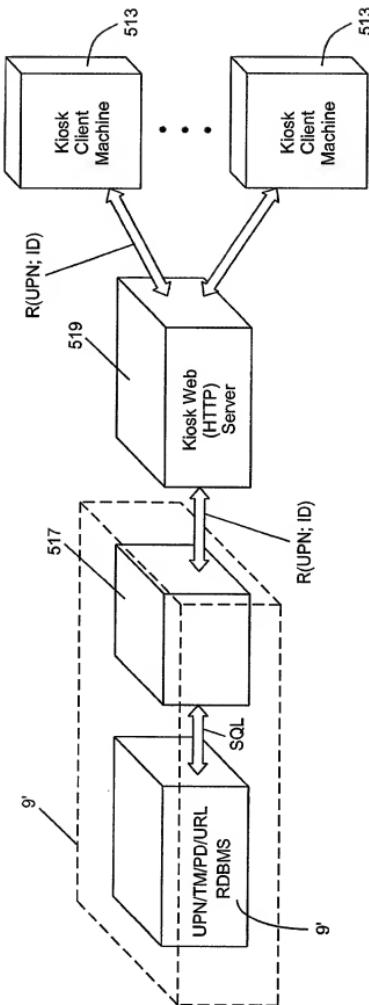


FIG. 25



Data Filtering On CPI Requests Made From Physical Kiosks Deployed In A Retailers Store

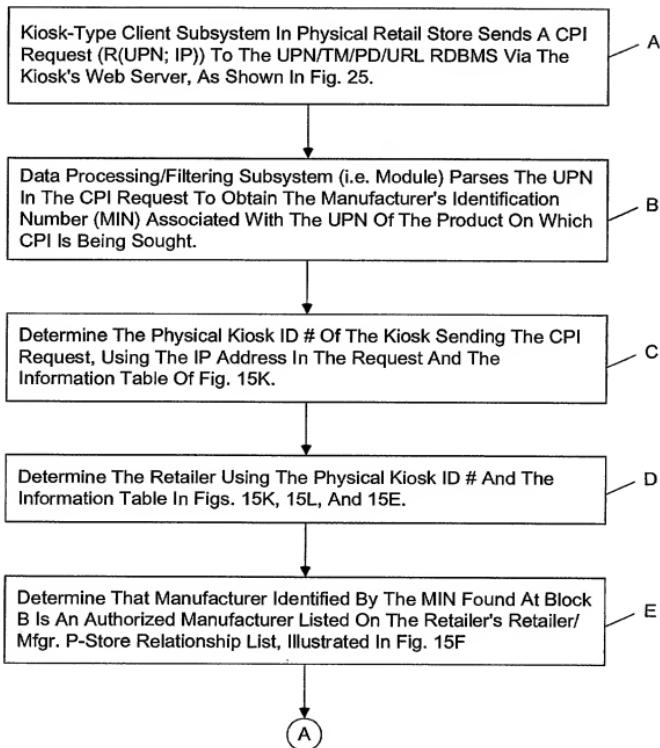


FIG. 26A

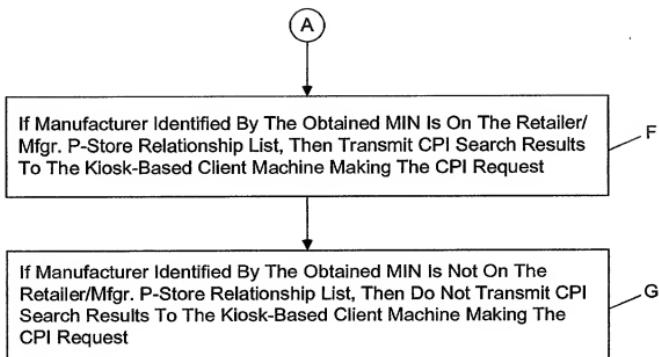


FIG. 26B

100588970 - 080602

209030 - 02685007



Data-Processing Method Carried Out On CPI Requests Made By
Consumers From Virtual-Type Retailer-Based CPI Kiosks In
Accordance With The Principles Of The Present Invention

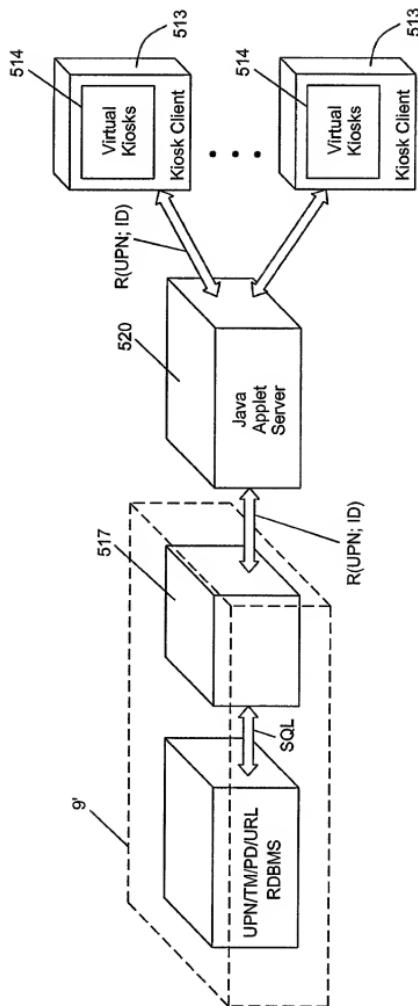


FIG. 27



Data Filtering On CPI Requests Made From Virtual (Applet-Enabled) Kiosks Deployed At An E-Tailers WWW Site Or E-Store

100058970 - 030502

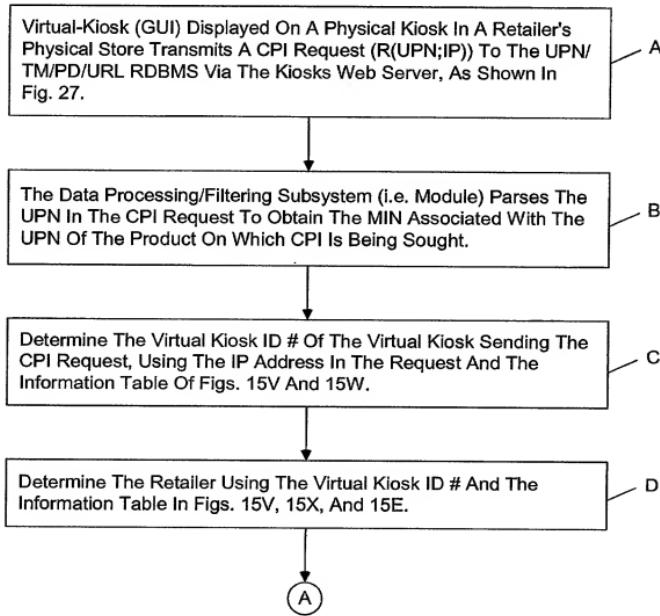


FIG. 28A



10058970 - 080602

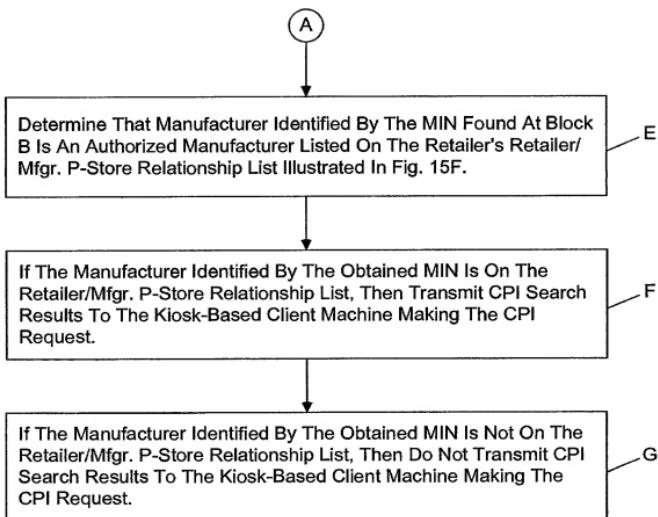


FIG. 28B



20050807-0000

Modes of Information Service in the Consumer Product Advertisement Marketing, Programming, Management and Delivery Subsystem (502)

Advertisers

- Registration Of Advertiser/Creation Of Advertiser Account
- Log-In By Advertiser
- Display Kiosk Advertising Directory Identifying CPI Kiosks On Which The Advertiser Is Authorized To Display Advertisements On Consumer Products
- Display Kiosk Advertising Directory Identifying CPI Kiosks On Which The Advertiser Is Authorized To Display Advertisements On A Particular Brand Or Brands Of Consumer Product
- Register Kiosk Advertising Campaign To Be Displayed On A Retailer-Authorized Subnetwork Of CPI Kiosks
- Build Kiosk Advertising Campaign By Placing Ad Spot Orders To Be Run On A Particular Subnetwork Of CPI Kiosks
- Run And Display-Kiosk Advertising Campaign On Retailer-Authorized Subnetwork Of CPI Kiosks
- Modify Kiosk Advertising Campaign
- Monitor Performance Of Kiosk Advertising Campaign

FIG. 29

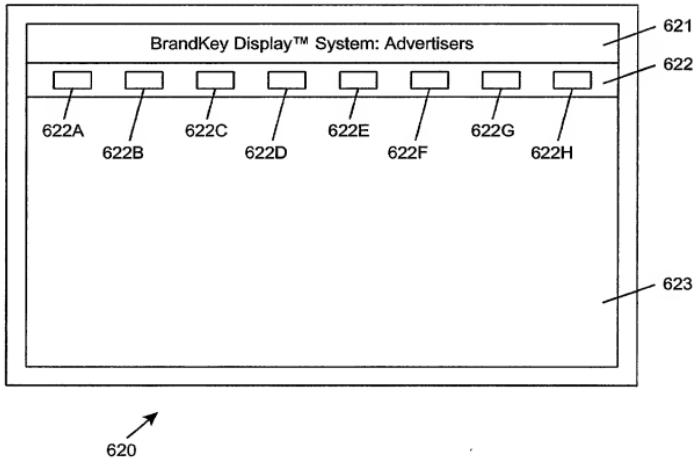


FIG. 30

10058970 - 080602

202030 " 0268500 Y



Data-Processing Method Applied During The Generation Of A
Kiosk Advertising Directory Identifying A Deployed Network Of
Physical And Virtual Types Of Retailer-Based CPI Kiosks On
Which Particular Advertisers And Advertising Agents Are Authorized
By Retailers To Display Product Advertisements, In Accordance
With The Principles Of The Present Invention

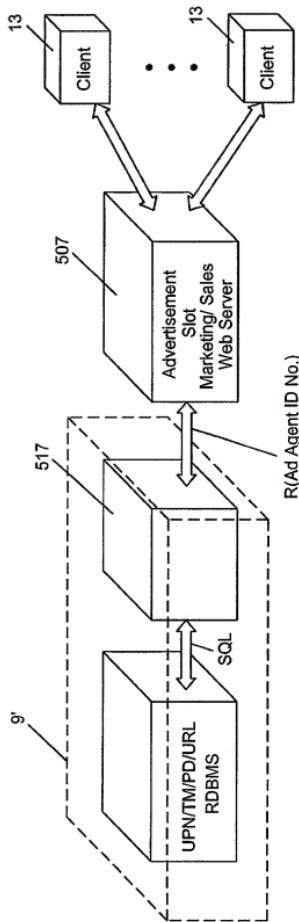


FIG. 31



Data Processing Method For Generating A General Kiosk Advertising Directory Which Includes Only (Physical And Virtual) Kiosks On Which The Registered Advertiser Is Authorized By Retailers To Place Ad Spot Orders For Execution And Display

10058970 - 080605

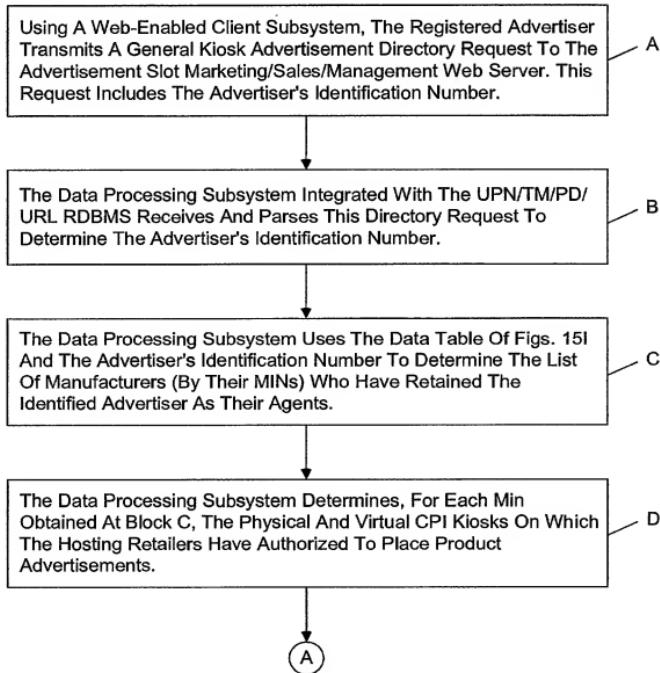


FIG. 32A



(A)

The Data Processing Subsystem Uses The Ascertained MINs And Manufacturer Aisle/Shelf Rights/Privileges Recorded Within The UPN/TM/PD/URL RDBMS To Determine Those Physical And Virtual CPI Kiosks On Which The Advertiser May Order Advertisements About Products Of Manufacturers Who Have Been Granted Such Rights/Privileges. This List Of Physical And Virtual CPI Kiosks Is Then Compiled To Produce The Generalized Kiosk Advertisement Directory For Transmission To The Requesting Advertiser.

E

FIG. 32B

20290800-047685002

2029080 - D233207



Data-Processing Method Applied During The Generation Of A Kiosk Advertising Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which A Particular Advertiser Or Advertising Agent Is Authorized By Kiosk-Hosting Retailers To Display Product Advertisements Regarding A Particular Brand Of UPN-Indexed Consumer Product In Accordance With The Principles Of The Present Invention

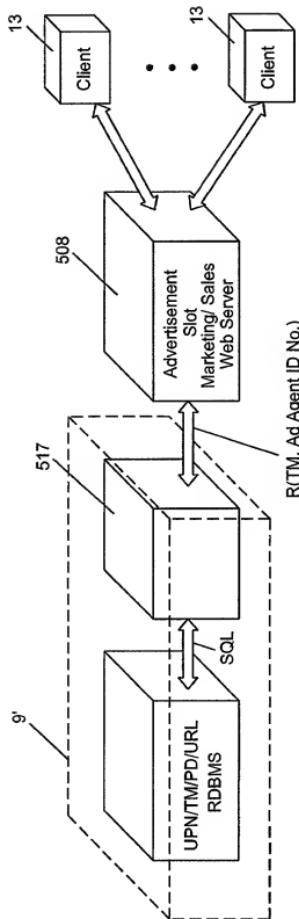


FIG. 33



Data Processing Method For Generating A Brand Kiosk Advertising Directory Which Includes Only (Physical And Virtual) Kiosks On Which The Registered Advertiser Is Authorized By Retailers To Place Ad Spot Orders For Execution And Display

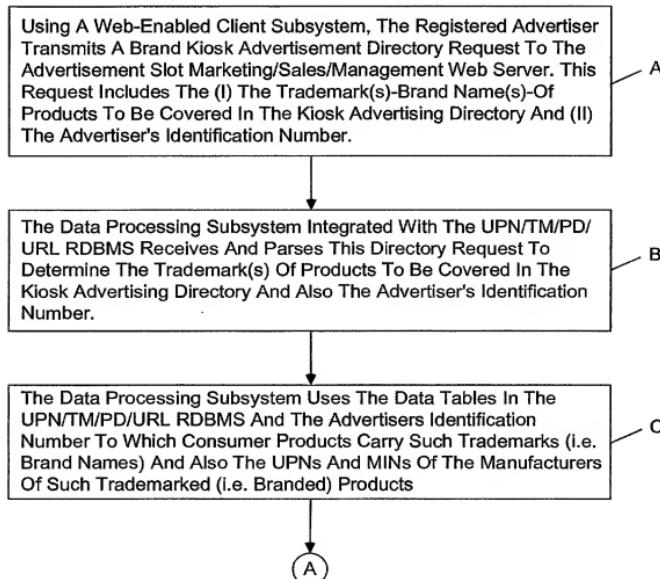


FIG. 34A

20008058970 - 080602

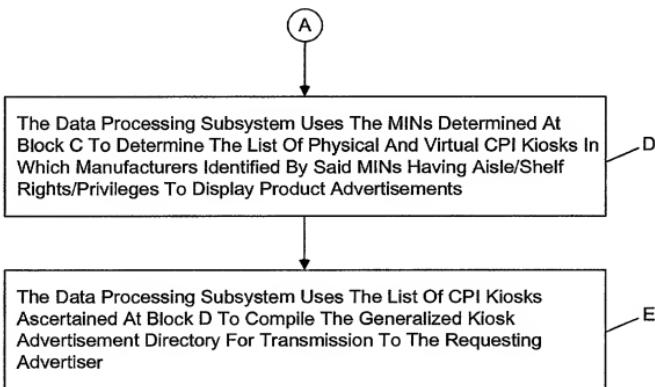


FIG. 34B

10058970 - 080602



Modes of Information Service in the Consumer Product Promotion Marketing,
Programming, Management and Delivery Subsystem (503)

Promoters

- Registration Of Promoter/Creation Of Promotion Account
- Log-In By Promoter
- Display Kiosk Promotional Directory Identifying CPI Kiosks On Which The Promoter Is Authorized To Display Promotion On Consumer Products
- Display Kiosks On Which The Promoter Is Authorized To Display Promotions On A Particular Brand Or Brands Of Consumer Products
- Register Kiosk Promotions Campaign To Be Displayed On A Retailer-Authorized Subnetwork Of CPI Kiosks
- Run And Display-Kiosk Promotion Campaign On Retailer-Authorized Subnetwork Of CPI Kiosk Subnetwork
- Modify Instituted Kiosk Promotion Campaign
- Monitor Kiosk Promotion Campaign

FIG. 35

2025 RELEASE UNDER E.O. 14176

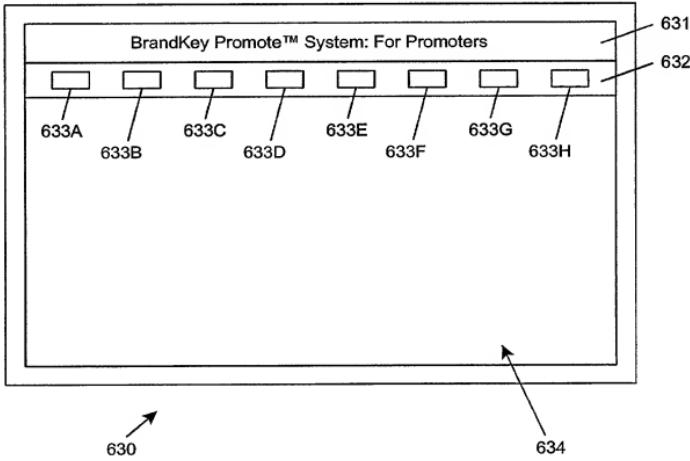


FIG. 36

203030-02685004



209080-02685001

Data-Processing Method Applied During The Generation Of A Kiosk Promotion Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which Particular Promoters And Promotional Agents Are Authorized By Retailers To Display Product Promotions In Accordance With The Principles Of The Present Invention

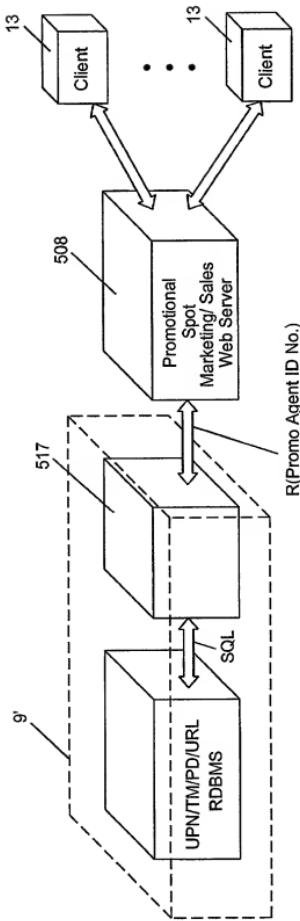


FIG. 37



Data Processing Method For Generating A General Kiosk Promotion Directory Which Includes Only (Physical And Virtual) Kiosks On Which The Registered Promoter Is Authorized By Retailers To Place Promo Spot Orders For Execution And Display

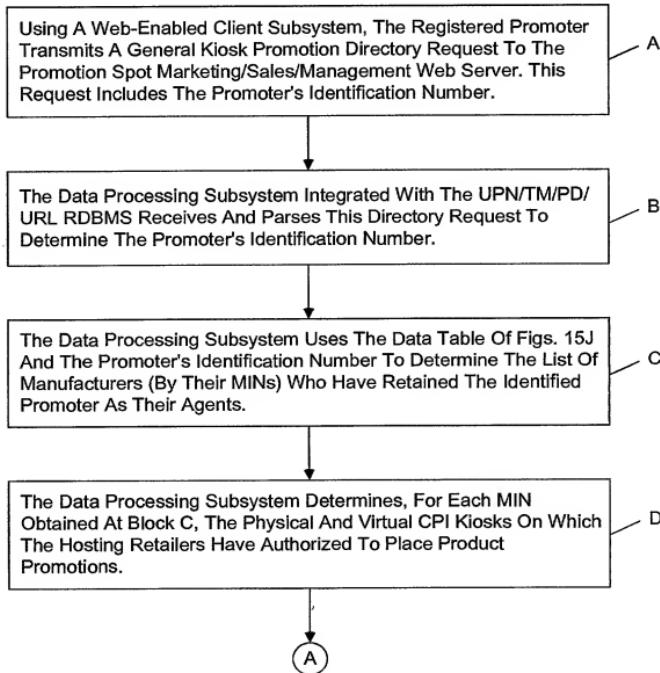


FIG. 38A

10058970 - 20080120



The Data Processing Subsystem Uses The Ascertained MINs And Manufacturer Aisle/Shelf Rights/Privileges Recorded Within The UPN/TM/PD/URL RDBMS (9) To Determine Those Physical And Virtual CPI Kiosks On Which The Promoter May Place Promotions About Products Of Manufacturers Who Have Been Granted Such Rights/Privileges. This List Of Physical And Virtual CPI Kiosks Is Then Compiled To Produce The Generalized Kiosk Promotion Directory For Transmission To The Requesting Advertiser.

E

FIG. 38B

209030 - 0468500 T



Data-Processing Method Applied During The Generation Of A Kiosk Promotion Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which A Particular Promoter Or Promotional Agent Is Authorized By Kiosk-Hosting Retailers To Display Product Promotions Regarding A Particular Brand Of UPN-Indexed Consumer Product In Accordance With The Principles Of The Present Invention

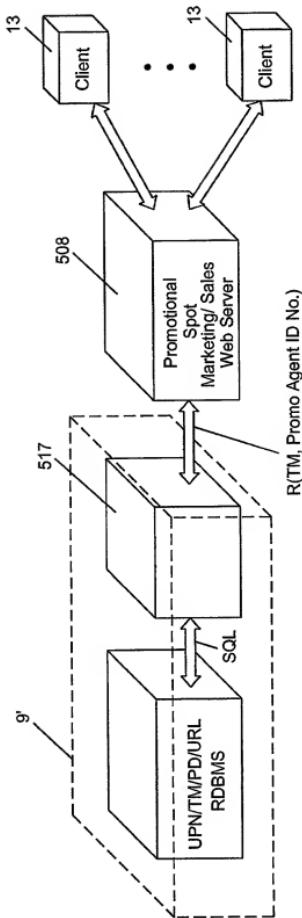


FIG. 39



Data Processing Method For Generating A Brand Kiosk Promotion Directory Which Includes Only (Physical And Virtual) Kiosks On Which The Registered Promoter Is Authorized By Retailers To Place Promotion Spot Orders For Execution And Display

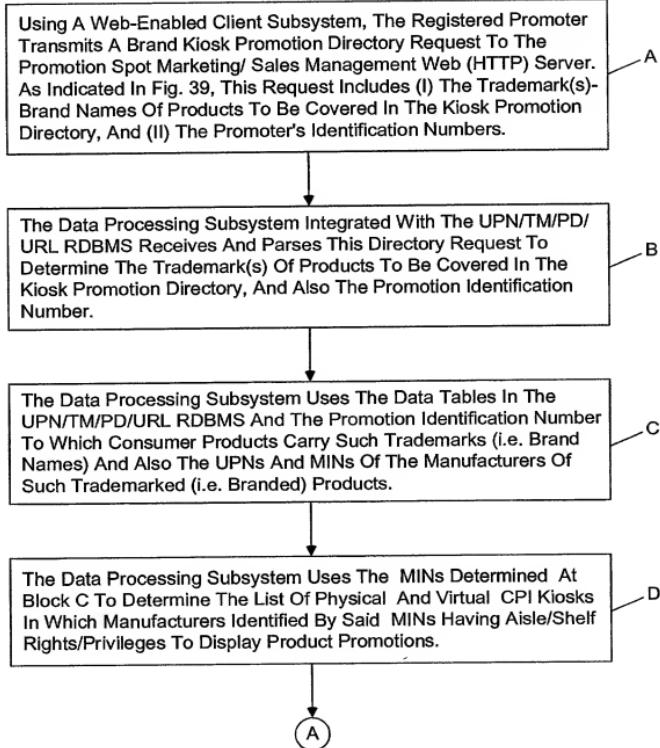


FIG. 40A

10059870-0 2009080

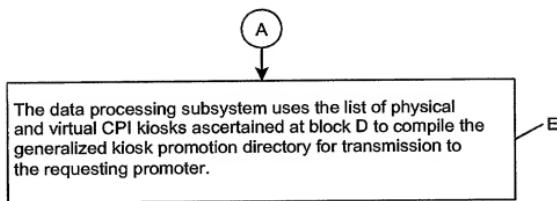


FIG. 40B

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Physical Multi-Mode (CPI) Kiosk

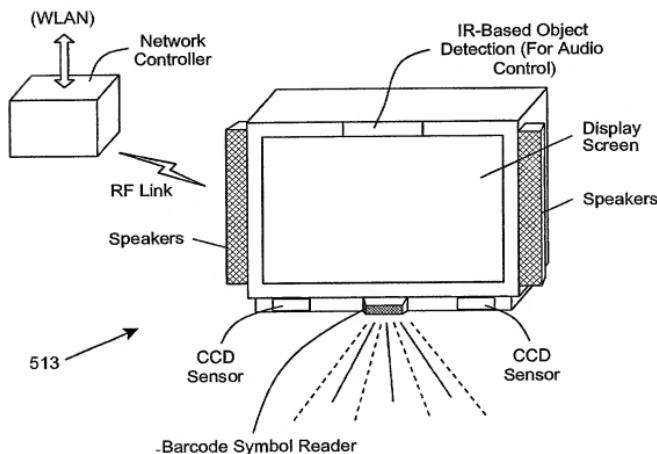


FIG. 41

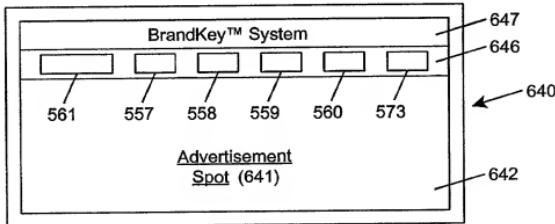


FIG. 42A

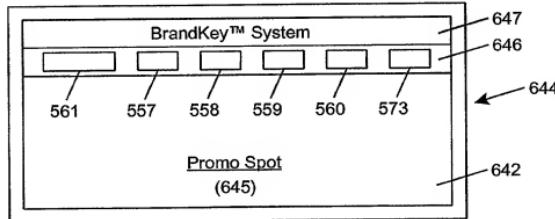


FIG. 42B

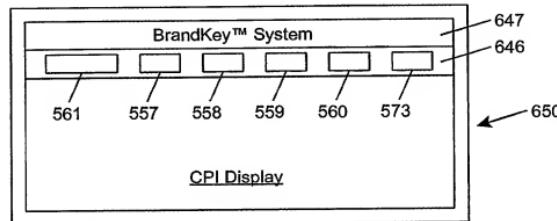


FIG. 42C

2009080 - D263500

1055/02



The BrandKey™ System Architecture (2)

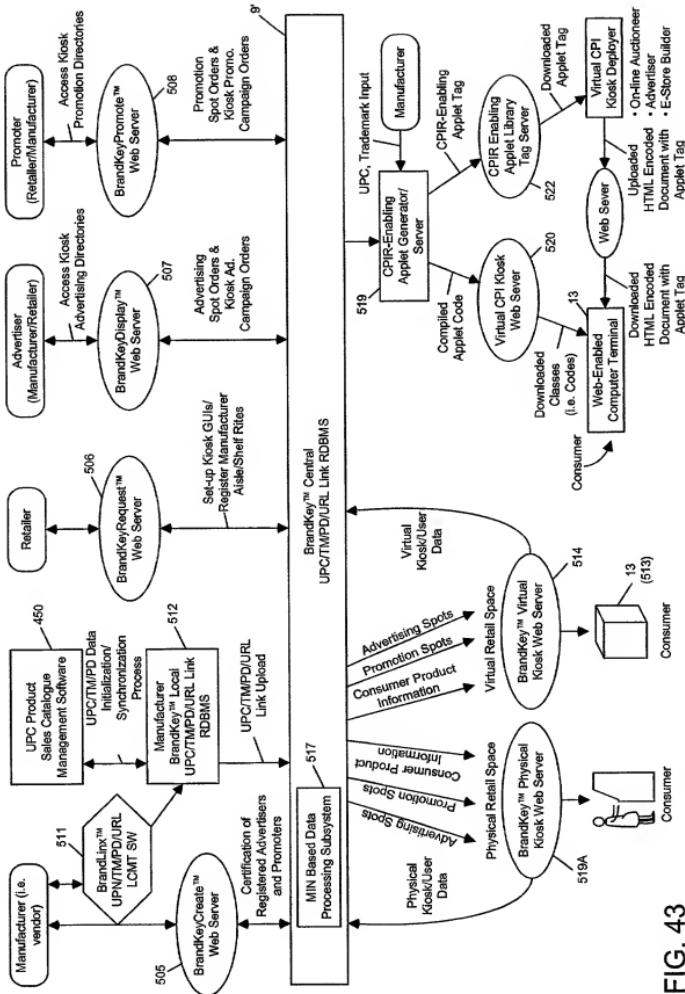


FIG. 43